

# PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

GEO. P. ROWELL & Co., Publishers, 10 SPRUCE ST., NEW YORK.

VOL. XXXVIII. NEW YORK, FEBRUARY 12, 1902. No. 7.

## THE PHILADELPHIA RECORD

has five sextuple presses

(a sextuple is six presses in one)

because it has to run an  
edition of 185,000 every  
morning.

If your advertising agent has not strongly advised the RECORD, look in any advertising directory, his own first, and you will see the RECORD's circulation far ahead of any other Philadelphia paper. Then ask him—Why? It is your money he is spending—

*And then ask US questions.*

Rate 25c. per line—.00135 + per line per thousand circulation—subject to contract discounts. Figure what you pay other Philadelphia papers.

New York:  
185 World Building.

Advertising Manager,  
Philadelphia.

Chicago:  
1210 Boyce Building.

## **A Simple Statement of Fact Concerning the Pittsburgh Gazette**

It is the only paper in Pittsburgh that continuously shows a gain in foreign advertising over its contemporaries. It is the only Pittsburgh paper that has sprung to the front and remained in the leadership. The GAZETTE has a record that reads like fiction, but there are cold, hard facts to substantiate everything said in its favor.

For confirmation, just get down your files of Pittsburgh papers and make comparisons for yourself. You'll quickly note the dominance of the GAZETTE in the advertising field—not only in the foreign field, but also in the local. No other Pittsburgh morning paper has any such showing.

If the comparison does not convince you of the fact that the GAZETTE is the best morning advertising medium in Pittsburgh, then you need resort to but one expedient—that is, place an advertisement in this paper. The results will probably amaze you.

By making the GAZETTE the best paper in Pittsburgh, and continually improving it, the publishers caused the

## **SUNDAY GAZETTE**

to leap into popularity in a comparatively few weeks. The SUNDAY GAZETTE has a bona fide circulation of 50,000, and the figures are ascending with every issue. It is infinitely the best paper published in Pittsburgh, and it is getting better all the time.

**W. R. ROWE, Business Manager.**

**THE J. E. VAN DOREN SPECIAL AGENCY,**

MANAGERS FOREIGN ADVERTISING,

**TEMPLE COURT, NEW YORK.**

**BOYCE BUILDING, CHICAGO.**

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A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST-OFFICE, JUNE 29, 1882.

VOL. XXXVIII.

NEW YORK, FEBRUARY 12, 1902.

No. 7.

## LYDIA E. PINKHAM.

HOW HER NAME WAS MADE A  
HOUSEHOLD WORD BY ADVERTISING.

Eight hundred thousand dollars for newspaper advertising in a single year!

It seems impossible, yet this was the amount spent last year by the Lydia E. Pinkham Medicine Company.

It is probably the largest appropriation ever made in the United States, and that means in the world, by a proprietary medicine concern for any one kind of advertising.

The newspapers of the country are practically the only advertising medium used by the company. A great number of illustrated booklets are distributed, but less than 10 per cent of the money appropriated goes into these booklets.

In a handsome office on the second floor of the building at 221 Columbus avenue, Boston, sits all day long the man who has charge of this expenditure, the man to whose advertising is due much of the credit for the present success of Lydia E. Pinkham's Vegetable Compound—James A. Wetherald.

Mr. Wetherald is a young man, energetic, brainy and with a positive genius for advertising. He is a pleasant, affable man to meet, and in spite of the fact that he had just returned from a summer vacation in Europe, he received the writer pleasantly and pushed aside a bushel of unread letters to talk advertising.

"The success of the Pinkham Medicine Company is due to two things," said Mr. Wetherald, "the untiring energy and courage of the late Charles H. Pinkham and the newspapers of the United States.

"A great many people, looking at a great business success, say,

'What lucky people! They have a great business and their money is made so easily.' I'll tell you there are very few people who would be willing to go through what the late Charles H. Pinkham went through even to reach the success and the wealth which he attained.

"The story of Mr. Pinkham and his success reads like a romance. If you want advice for young men entering the proprietary medicine business and the advertising business there is no story I can tell that will be more interesting, that will serve as a better example, than the story of the trials and hardships and final success of Charles H. Pinkham.

"In the first place, let me deny absolutely the silly story that there never was such a person as Lydia E. Pinkham. That is the veriest nonsense. Mrs. Pinkham existed and was the founder of the medicine which bears her name. She was also the mother of five children, the elder of whom was Charles H. Pinkham.

"For many years Lydia E. Pinkham was one of the best known women in the little city of Lynn, Mass. She was one of those lovable women whose place seems always to be at some sick bed or in some house of trouble. In every town or small city there is usually some woman who is always called upon in cases of sickness and trouble, and in Lynn this woman was Lydia E. Pinkham. Among other things Mrs. Pinkham possessed was the recipe for a wonderful medicine which was known for miles around. Every woman who was troubled with the diseases peculiar to womankind sought Mrs. Pinkham's advice and received from her the medicine free. Women drove all the way from Boston and Salem to obtain it, and many were the blessings

heaped on Mrs. Pinkham's head. The Pinkhams in the early days were well to do, but in 1876 the panic came, and with it the failing health of Mr. Pinkham.

"It was at this time," continued Mr. Wetherald, "when the fortunes of the Pinkham family were at their lowest ebb, that one of Mrs. Pinkham's sons suggested the sale of his mother's remedy, and it was decided to put the medicine on the market, so the boys went to work. Charles, the eldest, secured a position as a conductor on a street car. Will became a school teacher, and Dan found work in the postoffice.

"Every cent of their earnings was turned in to the mother, and after paying the actual living expenses of the family the balance was spent for printing circulars advertising the medicine. These circulars the boys themselves distributed after business hours. The medicine Mrs. Pinkham prepared herself on the kitchen stove. The herbs were steeped and in the evening the entire family assisted in filling the bottles.

"The effort was followed with success, and soon one of the boys left his position to devote his entire time to the work. Soon after it was decided to devote the entire energies of the family to the work. The three boys, with their packs on their backs, went to Boston, New York, Brooklyn and Philadelphia and distributed circulars all over the cities. Every cent they received, save what was absolutely necessary for living expenses, went into printing more circulars. They lived in an attic in Brooklyn for a while, cooking their own meals on an oil stove, and many and many a day tramped the whole length of Manhattan Island rather than spend five cents for car fare.

"It was during this time," said Mr. Wetherald, "that the boys first met Mr. C. N. Crittenden, Mr. Crittenden, who now devotes his entire time to evangelistic work, was the head of a large wholesale drug concern, and many a time during those dark days he advanced the price of a gross of the remedy, that the Pinkham

boys might have the price of more circulars.

"The first newspaper advertising they ever did was shortly after this. R. M. Pulsifer, then owner of the Boston *Herald*, became interested in the Pinkhams and asked them why they did not advertise in the newspapers. They replied that they did not have the money. Questioning developed that the family owned the little home at Lynn, worth perhaps \$1,000, all they had saved from the wreck of their father's fortune. Mr. Pulsifer offered to give them \$1,000 worth of advertising and take in return a lien on the house.

"After consulting their mother they agreed to do this, and the advertising was placed. But when the bill became due the business had increased to such an extent that they were enabled to pay the bill and the home was saved. I simply tell you this story to show the nerve those boys had and the chances they took to reach success.

"The newspaper advertising for the company had by this time been placed in the hands of an agent, and he established a most extensive system of newspaper advertising. It was too extensive. The business could not pay for it, and one day in the '80s it was discovered that the company was \$125,000 in debt, and only Charles H. Pinkham was left to straighten matters out. Advertising was stopped and Mr. Pinkham set about to straighten matters out. At that time the business amounted to about 2,000 gross a year.

"So great was the confidence of Mr. Pinkham's business associates in him that they did not press him, but aided him in every way. He gave notes for all this indebtedness, forty-three \$1,000 notes being signed at one sitting. To Mr. Pinkham's credit it can be said that not one payment was ever missed, and in a few years he was out of debt, although the sales of the company had fallen off from 2,000 gross a year to 550.

"It was in 1889," continued Mr. Wetherald, "that I first became associated with Mr. Pinkham. I submitted to him a preliminary line of advertising without any



IF YOU  
HAVE NOT  
TESTED

# THE SUN

You have lost an  
advertising opportunity that has com-  
mended itself to all  
shrewd advertisers.

Address

THE SUN, NEW YORK.

prospect of doing any business with him. He liked my ideas and told me I might have \$2,000 to try the plan in Maine. So successful was the start that I was given \$25,000 more that year. Since that time the appropriations have steadily grown, until last year our appropriation for newspaper work alone was nearly \$800,000."

Since 1889 every advertisement and every plan for advertising has emanated from Mr. Wetherald's office. Mr. Pinkham placed the entire advertising end of the business in Mr. Wetherald's hands and devoted all of his time and energies to the manufacture and sale of the remedy. From an annual sale of 550 gross Mr. Pinkham and Mr. Wetherald built up the business until its sale was greater than that of any other proprietary medicine in the United States.

The enormous advertising expenditure of the Pinkham Company is placed through the Pettin-gill Advertising Agency of Boston, with which Mr. Wetherald was himself associated for many years. This agency is the oldest institution of its kind in the world. Its name is in the books of every newspaper in the country and its credit and standing is held in the highest esteem by publishers. Mr. Patrick O'Keefe, of the Pettingill Agency, who is Mr. Wetherald's first lieutenant and who looks after the details of the account at the office of the agency, though a young man, has a wide acquaintance among publishers and a knowledge of newspapers that is possessed by few men in the country.

"Our preliminary success—in fact, all of our success for the first six years that Mr. Pinkham and I were associated," continued Mr. Wetherald, "was due entirely to newspaper advertising. Since that time we have devoted some of our appropriation to the distribution of small 32-page booklets, but our expenditures in this line are in a ratio of about 1 to 9 with our newspaper advertising. This proves the immense value of newspapers as an advertising medium, for practically the entire

success of one of the largest businesses in the country is due almost wholly to them.

"Mr. Pinkham," continued Mr. Wetherald, "was what I call a natural-born advertiser. His nerve as an advertiser is shown by the first advertising of his, when he risked the old home, the only thing left in the world to the family.

"To my mind two attributes are necessary to success in the proprietary medicine business. First, a man must be a born advertiser, he must have the nerve and the faith to put out his money freely in advertising—map out a plan and stick to it; second, he must have patience to wait for returns. Most new advertisers expect compensating if not profitable returns within a few months, while Mr. Pinkham always figured that it required three years to make a territory profitable. The first year he looked for a loss, the second ought to about balance expenditures, and the third should show a profit.

"When I hear men say that they will try an advertisement or a system of advertising for three months, I feel like telling them that they might as well take their money out and have a good time with it."

"What would be your first advice to a new advertiser?" Mr. Wetherald was asked.

"Lay out carefully a judicious line of advertising sufficiently within his means to enable him to cover the territory selected for a whole year anyway, and work a small territory well rather than a large one sparingly, and then wait—that is the only way to obtain success. The average would-be proprietary medicine advertiser flops around so much on the policy that he does not give any one plan a long enough trial to prove whether it is a success or a failure. We have stuck practically to one system of advertising for years. Last year we did the largest business we ever did, so you can judge whether or not it is successful.

"We have confined all our advertising to the papers, because we think they are best fitted for what

*The New Sunday Edition*  
*of The*  
**DES MOINES**  
**DAILY NEWS**

is sent regularly to every one of the 32,500 carrier and mail subscribers of the daily edition, and a guarantee of over 30,000 average paid circulation goes with every contract for advertising in either the daily or Sunday edition. No separate subscriptions received for either daily or Sunday issues.

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Actual circulation of first Sunday edition, January 5th,

**32,836**

Actual circulation of second Sunday edition, January 12th,

**34,367**

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Price for display space in the Sunday edition the same as in the daily, viz., four cents per agate line flat. Charges for preferred position, very moderate. Make position a request and you will be well taken care of.

No objectionable advertising accepted for the Sunday edition. No liquor advertising accepted for any edition.

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The Des Moines DAILY NEWS printed in 1901 27,095 more classified advertisements than its nearest Iowa competitor.

we are seeking to do. Street cars and outdoor signs are doubtless all very well for advertising some kinds of goods, but for our business I do not consider them favorably. We have to tell more of a story than we can get on a card or a billboard, and we have to back it up with testimonials. Frequency of issue is a great feature; for it allows us to tell more and varied stories and to multiply testimonials. Therefore I rank the daily papers first, the weeklies next and the monthly last. And I am inclined to prefer the evening daily over the morning, for it goes into the homes more and is, I think, more thoroughly read.

"Circulation is a matter to which I have given considerable thought. Of course, quality is a matter of much importance, but at the same time there is such a thing as too high a quality for our business. People of the highest class employ physicians and seldom buy proprietary medicines. For instance, I would not consider the *Boston Transcript* or the *New York Evening Post* good mediums for us, while for some other things they are ideal mediums. On the other hand, quantity is not always to be sought. There is a class of papers which print from seven to fifteen editions a day, each edition going to many of the same people—people who are looking for a specific thing and do not read the paper thoroughly. This class is of little use to the general advertiser. The largest quantity of circulation that can be purchased at a reasonable price and reaches the medium class of people is the best for our business.

"It is a very hard thing to determine the actual circulation of a newspaper. As a general rule, circulation statements made by publishers are not reliable. I have a man who visits the large cities and reports to me all that he can learn, and we are members of the Association of American Advertisers, whose reports are generally accurate. There seems to be little change for the better in the circulation situation, although more of the good papers are now giving detailed statements of circulations

every day in the year, and these statements, I think, are the most reliable.

"The rate situation to-day is about as bad as ever, perhaps worse. When I am considering a paper I figure its circulation, quantity and quality as nearly as I can, and then make them an offer based upon a rate per inch per thousand. This offer is what I consider the space worth to us. If I am referred to the rate card and find that the rate is materially higher than my offer, then I simply drop the paper.

"I am not a believer in the so-called flat rate advertising which has been adopted by some papers. I admit that the sliding scale which most papers use admits of the juggling of rates, but I believe that a man who makes a contract for 2,000 inches of advertising is entitled to a better price than a man who contracts for 500 inches.

"All of our advertising is placed through a general agency, which experience teaches is the best way. Such an agency has facilities which an advertiser could not have and which I consider very valuable on the principle that an institution having many transactions with a paper can obtain a better rate and keep in closer touch with circulations, changes, etc., than an institution which has but one transaction a year with a paper. I also consider that it is cheaper to deal through an agency when the cost of organization necessary to do business direct with the publishers is considered. The general agency, I think, is growing stronger and more necessary every day. Special agents and special representatives doubtless have their places, but I prefer to deal direct with the publisher through my general agency."

Mr. Wetherald is a great believer in testimonials and illustrations in newspaper advertising. "But," he says, "I do not believe in picturing pain or agony. Give people the happier side of life—there is enough pain and agony anyway. The pictures which are used to advertise the Pinkham remedy are made by some of the best black-and-white artists in the

# The Evening Wisconsin

## MILWAUKEE.

Increased Advertising in  
THE  
**Evening Wisconsin**  
For the twelve months of 1901.

	1900.	1901.
	Columns.	Columns.
1st Week	122	151
2d "	149	180
3d "	136	174
4th "	140	167
5th "	137	154
6th "	148	172
7th "	150	173
8th "	173	163
9th "	162	193
10th "	177	200
11th "	168	220
12th "	180	230
13th "	246	293
14th "	216	244
15th "	197	234
16th "	167	217
17th "	232	247
18th "	200	220
19th "	193	234
20th "	170	223
21st "	182	219
22d "	177	204
23d "	185	191
24th "	176	193
25th "	172	191
26th "	167	183
27th "	118	135
28th "	139	144
29th "	136	152
30th "	121	151
31st "	110	134
32d "	131	158
33d "	128	144
34th "	146	134
35th "	167	149
36th "	171	169
37th "	184	195
38th "	187	174
39th "	215	189
40th "	207	190
41st "	194	220
42d "	197	252
43d "	224	208
44th "	202	199
45th "	210	246
46th "	229	242
47th "	239	258
48th "	244	247
49th "	239	271
50th "	269	299
51st "	262	309
52d "	132	146
	9,313	10,384

Columns Increase, - - 1,071

"A man is best known by his neighbors," and it is equally true that a newspaper is best known by the people of the city in which it is published.

The Milwaukee EVENING WISCONSIN may be pardoned for being proud of the fact that it is used by all advertisers in the city of Milwaukee who do any general advertising at all.

This is the estimate of the newspaper by the business community of its own city, and it can be said of very few newspapers in any city.

country and cost from \$15 to \$50 each."

Mr. Wetherald, who has made such a success of the Pinkham advertising, is by profession a newspaper man, having been in the harness in a newspaper office for many years. Until a year ago he was a partner in the Pettingill Agency.

Charles H. Pinkham, to whom the success of the Pinkham Company is largely due, died Nov. 10, 1900. He was succeeded as president and general manager of the company by his brother-in-law, W. H. Gove, husband of Arolina Pinkham, the last surviving member of the Pinkham family.

The present Mrs. Pinkham, wife of Charles H. Pinkham, is almost as remarkable a woman as was the founder of the business. It is to her that all the private letters from suffering womankind go. No man ever sees these letters, and they are always answered by Mrs. Pinkham. She has had charge of this branch of the business for twenty years, and during that period has obtained a knowledge of the diseases that woman is heir to that many a physician might well envy. She has a large corps of trained assistants, and now only the most important of the cases come under her personal observation.

The laboratory of the Pinkham Medicine Company, at Lynn, Mass., may not be as large as some others, but it is a model of efficiency. Mr. Pinkham, with his other ability, had a genius for economy, and the laboratory is probably run at less expense, considering the output, than any other like institution in the world.—*The Kansas City World.*

#### ADS SELL BOOKS.

Under the system of display advertising in the newspapers and elsewhere the sales of books have been enormously increased, according to statistics compiled by Harper & Brothers. This is confirmed by figures given by the publishers of a recent popular novel. Of the buyers who stated why they bought the book a large proportion mentioned the advertising and reviews, and another considerable number was influenced by persons who had read the advertisements. The same publicity which will sell books will sell other things.—*Philadelphia Record.*

#### A PERFECTION MISUNDERSTOOD.

HARD MANUFACTURING COMPANY,  
Manufacturers of Metallic Bedsteads,  
Woven Wire and Spiral Spring  
Beds, Mattresses and Pillows.  
BUFFALO, N. Y., Jan. 29, 1902.

#### Editor of PRINTERS' INK:

For several years the writer has been a subscriber and careful reader of the Little Schoolmaster. On this account he ventures to make a suggestion. The size of your magazine is a particular inducement to put it in one's pocket and utilize the time on street cars or other odd moments in reading it, but the print is so very fine that it is almost impossible to read it except under the very best conditions of light.

Does it not seem as if your own teachings of good clear type and easy reading should be carried out in your publication? Very truly yours,

J. H. DYETT, Sec'y.

A publication of such superlative excellence as is PRINTERS' INK must have some drawbacks or competitors would be too slavish in their imitations. Choicest things are in smallest packages. The Little Schoolmaster sets his advertisements in pearl and its correspondence in nonpareil. Old and seasoned advertisers



wipe their spectacles and have as much pleasure in deciphering the small type as a Vermont boy does in eating beech-nuts. The man who has not come to spectacles should buy a hand glass. When every occupant of a seat in a street car has PRINTERS' INK in one hand and a reading glass in the other those only who hang on to the straps will be compelled to peruse the advertising cards that embellish the spaces over the windows and arouse the disapproval of the newspaper man.

# A GOOD RULE TO FOLLOW

*in  
select-  
ing  
papers*



*is to watch the records of  
Advertising.*

## THE MINNEAPOLIS JOURNAL

*beat all competitors in 1901*

### HERE IS THE RECORD:

MINNEAPOLIS PAPERS.			ST. PAUL PAPERS.		
JOURNAL.	TIMES.	TRIBUNE.	DISPATCH.	PIONEER PRESS.	GLOBE.
13,198	*10,546	*11,566	12,977	*9,338	*7,832

\*52 Sunday editions included.

*Sworn Daily Average for December, 51,212*

**C. J. BILLSON, Mgr. Foreign Advertising Dept.,**  
New York Office, 86-87-88 Tribune Bldg. Chicago Office, 308 Stock Exchange Bldg.



### SCHEMES AND PROGRAMMES.

Every advertising man should have lots of backbone. He should be able to say no, and stick to it. If he is wise he will have a given time each day to receive solicitors. He will admit them all, be friendly and stick to his knitting. Special editions and programmes generally have some sort of a "cause" to promote. A hospital, a lecture course programme, those earnest young men with a college paper, a pastor that is getting up a church paper, the winning young woman that is "just getting it up for the society, you know," and so on to the end of a list that never ends, and never will until men stop spending money just to see their name in print or to be considered "a real nice man."

I believe in charity. Once I presented to the president of a bank a proposition to advertise in a concert programme. I could not pass upon it, but the solicitor had made such a strong appeal, that I ventured to bring it to the attention of the bank's president. He heard me to the end, and then sat down on me. He said, "Brown, it is not creditable to you to bring this matter up. You are presuming that I am not doing my full share of charity. It would be well for you to understand that we hired you to make investments of our money in advertising and not charity." Possibly he was a little severe, but he told the truth and I learned a lesson.

Take the money out of the cash drawer and donate to charity for the sake of charity, and charge it to charity. Keep your name out of such "grafts" and make the business stand or fall on its merits as a business. These solicitors don't always realize that they are running a confidence game, but they are.

Another form of the programme evil is found in societies that sell the privilege to get out a programme or souvenir edition to some advertising solicitor. They give him a nice letter of introduction, stating that the edition will be "official." He comes in the name of the organization, and you

pay money that goes mostly to the solicitor and you think you have helped the cause. The postmaster writes a letter authorizing a certain "official postoffice guide," and you feel that you surely ought to be in this "official" publication.

Another form. A good-looking man comes in. "Mr. Brown?" "Yes." "I have been referred to you as the party having charge of the advertising of your company. Now, we have no advertising to sell, but the character of your company is so well known and your people are so influential that our editor has prepared an editorial on your company, and I wanted you to look it over and see if it was all right. We are going to get out a large edition of this number." You read over the ordinary rot about the great and good concern you are working for, and see that your name is prominently mentioned as being one of the main spokes in the wheel, and how progressive and business-like your firm does things, and advising everybody to be sure and call upon the personal assurance of the editor that everything is all right.

"Yes, that is very nice," you say. "Glad you like it," says our friend. "By the way, would your company like to have a quantity of this edition to send to your friends? We charge you nothing for the editorial, you know, but if you want we shall be glad to supply you with 500 copies." You price the 500. Ten cents each. If you don't come down with the \$50 you will not find your great and good company mentioned. The chances are even that the 500 copies would comprise the entire special edition if you did decide to reap the benefits of free editorial mention. Any paper that sells its editorial columns is a good one to let alone.

Experienced advertisers have found that special editions and programmes do not pay.

READING notices, never in favor with a large proportion of the wisest advertisers, are gradually becoming more infrequent. The straightforward ad must always win in favor by comparison.

It costs less than 3 cents an inch for every thousand people you reach through the Kansas City Weekly Journal. Where can you beat it?

Paid in advance circulation guaranteed to exceed 150,000 each issue. Distributed throughout Missouri, Kansas, Iowa, Nebraska, Illinois, the Dakotas, Texas, Arkansas, Indian Territory and Oklahoma.

Advertising rate, 30 cents an agate line flat, each insertion.

# THE KANSAS CITY JOURNAL

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THE J. E. VAN DOREN  
SPECIAL AGENCY,

Publishers' Direct Representatives,

1104-5 Boyce Building,  
CHICAGO.

407-10 Temple Court,  
NEW YORK CITY.

## WITH ENGLISH ADVERTISERS.

By T. Russell.

It isn't often that I get time even to think of the philosophy of advertising, let alone write about it; but there is one little bit of it that has forced itself upon every one's attention lately—every one's, that is, who thinks at all. I refer to the undeniable fact that people like to do what other people do, so that there can hardly be invented a better advertisement for anything than evidence of the fact that a great many people are using it.

Now we are just in the midst of a very bad epidemic of small-pox, not in any small or insanitary place, but right here in London, the best governed city in the British Empire, except, maybe, Montreal. This epidemic has been going on for about three months, and naturally the medical authorities have been very eager to get as many people as possible revaccinated. I may mention incidentally that not one person who has been revaccinated since childhood has died of small-pox during this epidemic. Well, in spite of all facilities being afforded, and in spite of the public being almost entreated to be vaccinated, free of charge, comparatively few people took the precaution for quite a while. But presently some one on the Stock Exchange introduced the practice of wearing a red ribbon around the vaccinated arm, as a warning to passersby not to jostle. The practice spread. It served as the best possible advertisement for vaccination, and from that time revaccination has had a perfect boom in London, and you will meet a thousand ribboned-armed men in a five-minute walk anywhere in the city.

\* \* \*

Allied to this is a curious fact which was told me by one of the earliest advertising managers of the A. J. White concern here in London. He said, and I myself very well remembered, that early in the history of the Mother Seigel's Syrup business, he published as a newspaper advertisement a

certified statement of the sales (which were large, but insignificant compared with what they have been since), and he told me that this proved one of the most "pulling" advertisements they had ever issued.

\* \* \*

Hence, I think the following small advertisement, which caught my eye only after I had written the above, to be pretty good business:

Why is "Globe" Metal Polish to be found in use all over the United Kingdom, the Colonies, America—in fact, the World? Because it works its way. Merit is its travelling ticket.

Globe Metal Polish contains nothing injurious to the skin, nor will it scratch or otherwise injure the finest metal work.

It is sold everywhere; but should any difficulty be experienced in obtaining it, please write to Raimes & Co., Ltd., Tredegar Works, Bow, London, E.; or Stickton-on-Tees.

\* \* \*

Habit-Cures are a line of business which is not at all overdone, at present, in this country. So far as I know or have been able to ascertain there is not and never has been any attempt to work a cure for any jag but the alcohol appetite, and the latter is not at all heavily attacked. The Tacquaru Company, of London, does a little advertising for "tanks" desirous of becoming "ex-tanks," and this concern has done a good stroke of business by lining up the Church of England Temperance Society. A few years ago the No-to-bac Company on your side sent samples over to a friend of mine, who incautiously used a little of it—a very little—and went about for some days swearing fluently, for that it had taken away the taste of his cigars. But no advertising was done, that I ever heard of, and probably there is no great opening for an anti-tobacco helper. Tobacco, in point of fact, only produces its worst effects on the chewer, and chewing is practically unknown except in the very lowest classes here. But there are plenty of morphia and more cocaine fiends—to say nothing of the ever present rum bug—for a good Habit-Cure concern to work upon, and with a certain amount of pink giraffe advertising, I think money

could be made out of it—provided (that is) that any real remedy exists for these fienderies.

\* \* \*

No one that I have ever seen has handled this business as it ought to be handled, either here or in America. It is not of much use appealing to the confirmed "tank" who really and literally sees things. The most he can hope for, short of quitting altogether (which he doesn't want to do), is to see just little lizards instead of cobra-di-capellos. The man to be appealed to is the fellow who hasn't got as far as this; and the way to handle him is to stir up his imagination by describing the terrors and tortures of the Demon Rum and the things he will see when it gets its work in, and so get him frightened and anxious for treatment. That is half the battle anyway, and if the medicine is any good, it will capture him from the moment he feels it standing off the crave. If the man himself doesn't tackle it, his wife will work him secretly. This isn't so good in its effects as if he were using moral influence with himself, too; but it consumes the medicine just the same, maybe more. There are plenty of concerns in that line on your side. I have in my possession one of the loveliest follow-up letters I ever read—it's tone of chastened resignation at the elusiveness of the rum bug is

beautiful to listen to. A very little advertising, done the right way, would test this market, and I believe it has possibilities, for a meritorious article.

\* \* \*

The *Academy*, a threepenny paper devoted to book reviews and news about literary people, has been owned for some years by Mr. John Morgan Richards, who is (as has been mentioned before), an old and appreciative friend of PRINTERS' INK. He is about the most respected and most popular American in London, and his daughter, Mrs. Craigie, is prominent in literary circles, and well known to the public by her pseudonym of John Oliver Hobbes. Mr. Richards has just bought from the proprietors of the London *Times* their well known weekly paper, *Literature*, which is now combined with the *Academy* as a single paper.

#### GOOD NAME BETTER'N GREAT RICHES.

Neither ships, racehorses nor anything else are so aptly named as the crack trains of the world—the Flying Scotchman, which is the Transinsular Limited of Great Britain; the Flying Yankee, from Boston to Bangor; the Congressional Limited, to Washington, the Empire State, to Buffalo, and the Sunset Limited, to Southern California. There is more in the name of a fast express train than in the title of a play or a novel. The man who is going to travel on a railroad, and has the price in his pocket, wants to buy a ticket for one of those appropriately titled trains every time.—*New York Press*.

## THE INDIANAPOLIS NEWS

### RECORD FOR 1901

Average paid daily circulation for December, 1901,	<b>59,014</b>
Average paid daily circulation for the year, 1901,	<b>56,120</b>
Total columns advertising for the year 1901, . . .	<b>16,102</b>
Total classified (Want) ads printed in the year 1901,	<b>216,781</b>
Daily gain in circulation over 1900, . . . . .	<b>6,333</b>
Gain in advertising over 1900—columns, . . . .	<b>2,851 3/4</b>

## CIRCULATION RATING OF THE RELIGIOUS PRESS.

RICHMOND, Va., Feb. 1, 1902.

Editor of PRINTERS' INK:

A fact not generally considered in compiling statistics of circulation is the steady conservatism of the standard religious press. The case is not the same and cannot be treated in the same manner as with sky-rocket dailies whose subscribers are here to-day and gone to-morrow. Many religious papers can tell of subscribers who have been constantly on their books since the foundation, thirty, fifty, or even seventy years ago. In my own office I received to-day the renewal from a white-haired gentleman, who told me he had been one of the charter subscribers in 1837.

Again, the subscriptions are continued from year to year, and while there is, of course, a constant current dropping off, there is always the natural current of new leaders in church work, to whom the religious press is a necessity; and where aggressive circulation methods are judiciously used this growth will more than offset the losses. Still, barring lottery schemes and hurrah methods, which are hardly seemly in a church periodical, and have never been adopted by any but the hangers-on, the growth or decrease of a religious paper will make but slight change from year to year.

Thirdly. (This habit of sermonizing is probably absorbed from the atmosphere of our editorial department.) Another factor in the situation is the eternal demand for elaborate circulation statistics from a constant mushroom-growth of so called advertising agents, whose advertising never appears, or if it does is seldom followed by the necessary "sinews of war." These parties even wish to know many things about our business which we do not know or care to know ourselves, as, for instance, How many sample copies are sent out each week? Now, we are not in the sample copy business, although we are glad to furnish a copy to any one interested, or where we think it will help our business; but the sample copy is not a constituent part of our circulation. The diverse nature of these demands precludes a printed statement, although we have used a printed slip of actual press counts, "as a supplement."

The business manager becomes so wearied by these incessant demands that the temptation is strong to decline flatly to furnish any information to any one.

And then the necessity of swearing to even your press count before a notary. I have no doubt that advertisers are many times imposed on, and I know of instances where directories have been induced to give ratings which were probably not in accordance with the facts. Yet it comes with a shock to one whose word is usually taken in the business world, and whose credit is well rated by the mercantile agencies, to have the agent or directory manager say to him, in effect, that they do not propose to take his word anyway, nor to take his oath unless it happens to agree with their idea of his standing.

Finally, I maintain that the press

count is the only way to rate circulation of the religious press. If the paper is a good one of its own kind, and this is to be determined by the advertiser, it will be read, and whether by one who has paid for it or not is of little moment. Advertisers may rest assured that practically all those printed will be sent out. As PRINTERS' INK has frequently said, when a paper wishes to "pad" its circulation it is much cheaper to lie right out than to waste white paper. And I think that any man of average intelligence may look over each issue of a paper, and read the correspondence with its office, and form a pretty fair idea of its reliability, and the credibility of its statements.

WILLIAM B. SMITH,  
Business Manager *The Central Presbyterian*, of Richmond, Va.

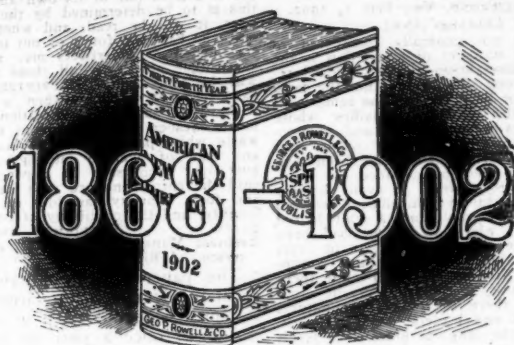
The paper that is worried by constant demands for circulation statements should keep a record and print once a year or once a quarter a definite and duly verified statement of its issues, for a year preceding. It will then be no serious task to mail a copy to every advertising agency (mushroom or otherwise) that asks for one. Such a statement would bring a cash order oftener than Mr. Smith realizes. There is generally no need of swearing to the accuracy of a circulation statement. That sort of an oath goes for nothing anyway. No man can be punished for issuing a false one. Still, if it pleases people, why not let them have what they want? It is easy to go before a notary. His fee is only a quarter, and printed copies of his acknowledgment can be made for a dollar a thousand. Advertisers nowadays are slow to buy space in papers whose circulations are not known, and they are growing more so year by year.—

[ED. PRINTERS' INK.]

## MAIL ORDER PHRASE ILLUSTRATED.



"THIS IS THE CHANCE OF A LIFETIME, AND MUST NOT BE NEGLECTED."



**The A. A. A. indorses it as  
invaluable to advertisers.**

At the convention of the Association of American Advertisers, held on January 29th and 30th, at Delmonico's, New York City, Mr. F. L. Perine, the vice-president, offered the following resolution, which was passed unanimously:

It is the sense of this convention that the labor expended and the statistics obtained by the publishers of the American Newspaper Directory, during the thirty-four years of its existence, have been invaluable to advertisers. Although their definition of circulation, which is the number of copies printed, and not the more exhaustive and satisfactory definition recognized by this convention, which requires a knowledge of the net paid circulation and its distribution, still it is believed that this Directory more than any other has kept before advertisers the fact that a correct knowledge of circulation is essential to the successful advertiser.

**\$5.00 per issue. Cloth bound and gold, over 1,700 pages.**

Ratings and Tabulations of the entire North American Press,  
and a complete survey of profitable American advertising  
territory. Sent postpaid upon receipt of price. Address

**GEO. P. ROWELL & CO., Publishers,**

10 SPRUCE STREET, NEW YORK.

## HOW A FRENCH PRODUCT IS ADVERTISED.

"The volume of our trade in America has grown six-fold since we began advertising. That is my answer to your question," said Mr. J. Utard to PRINTERS' INK's representative.

The inquiry had been concerning Mr. Utard's position on the subject of publicity. Mr. Emil Utard has for the past eleven years been manager of the United States and Canada branch of the Parisian concern of Ed. Pinaud, manufacturer of perfumes, etc., with offices at 46 East 14th street, Union Square, New York.

"The business has had nearly a century of honorable existence, the present proprietor, Mr. Victor Klotz, acquiring it nearly thirty years ago. In 1878 the first efforts were made to introduce the goods in America, but progress was slow until this end was reorganized into a branch, in 1890.

"With that transformation the policy of advertising was adopted, and an enormous impetus was the immediate result. Had we felt any doubts regarding the force of judicious exploitation the first experiments even would have entirely dispelled them. We began by using small announcements, very crude to most eyes when compared with those of to-day."

"You are certainly using very dainty and attractive halftones in your magazine work now. I have heard many pronounce them as invariably charming, both in conception and execution."

"Ever since the start we have continued in the magazines. But we have devoted much of our outlay to other channels. Our advertising in periodicals is divided into two seasons of about four months each, and thus there are four months in which we remain out altogether."

"It is not your endeavor to sell your goods directly through the advertisements?"

"By no means. We never have looked for results from them; we simply utilize them to interest the consumer, in order to create the demand. Once familiarize people

with the name of Ed Pinaud; have them ask the dealer for Ed Pinaud's perfumes, and our object is obtained. Such being our aim, you will appreciate that we do not nor need we weigh the comparative value of periodicals for our purposes. So we have given up keying. If we like the character of the publication, and have a fair estimate of its circulation, the price-being right, we adopt it."

"What is your present list, Mr. Utard?"

"You do not want all, I know; but we are in *Scribner's*, *Munsey's*, *Harper's* (*Weekly* and *Bazaar*), *Cosmopolitan*, *Pearson's*, *Town Topics*, *Puck*, *Judge*, *Collier's*, *Leslie's* (*Weekly* and *Monthly*) *Saturday Evening Post* (Philadelphia), *Current Literature*, *Century*, *Everybody's*, *Lippincott's*, *Life*, *McClure's*, *Junior*, *Munsey*, *Outing*, *Truth*, *Vogue*, *World's Work*, *Modes and Fashions*, *Parisian*, *Success*, *Home Talk*, *Broadway Magazine*, *Southern Farmer*, *Every Month*. That ought to do."

"It seems to me I have seen two ads of yours in one publication?"

"Yes; and occasionally on the same page. But they are of different products, and meant for different consumers. Thus these two half-page ads in September's *World's Work* occupied the same page; the upper one *Violette Reine*, a dainty perfume for the handkerchief; *Eau de Quinine*, in this case pointed out as a hair tonic to be used in barber-shops, as well as in the boudoir."

"Do many classes of dealers carry your wares?"

"Our entire line is on sale at department stores, drug stores, hair goods stores, fancy goods stores, and even by fine grocers. Barber shops carry only special goods."

"You always use display?"

"Almost entirely. I think our quarter-pages are very effective in consequence. This year the quarter-page is our favorite space, though we have some half and some full pages. Some of our business is placed directly by us; the remainder through J. Walter



Thompson Company. But, as I said, we are using other channels also. From the start we have largely employed programmes—reading-notices and display ads of all sizes. We have always found programmes excellent mediums, the returns, so far as we could trace, very satisfactory. From time to time, too, we have used trade journals and other publications. As for posters and outdoor display, we have not had much experience. We can say the same concerning the daily papers, including the country weeklies and the Sunday editions. We are, however, liberal patrons of street cars and of the elevated system. This year we are in all the surface cars of the city and on the stations of the elevated. But really our greatest efforts, those on which we expend the most thought and have the greatest outlay, are our schemes. Among these, those which have to do with theaters engage our attention most, and yield us the best results. Every year, at the summer resorts and on the roof-gardens, etc., we continually give away enormous numbers of high-quality fans.

"Concerning theaters, we own between twenty and twenty-five drop-curtains in good theaters in leading cities throughout the country. The better the theater the more benefit it is to us. Each of these curtains is a specimen of the scene-painter's art. All represent some view of the Riviera, along the Mediterranean Sea, where our flowers are grown. They thus connect that exquisite region with our factories, one phase, for instance, showing the donkeys flower-laden, bringing them to our distilleries; another portraying fields where roses or other blooms are grown; a third, a pond covered with lilies, the background a familiar spot of that neighborhood, etc. They are all turned out from the studios of the Lee Lash Company, a guarantee of their artistic merit. It has been his endeavor, and he has succeeded in a masterly way, to let the ad be as inconspicuous as possible. That shows the high art of

this kind of advertising. For I always maintain that the less obtrusively the name is shown in announcements of this character the stronger does the ad become. Among the drop-curtains of this kind that we now own are those of the Casino in this city; the Alvin at Pittsburg; the Park in Boston; the Century in St. Louis; the Academy of Music in Montreal, Canada; the Chestnut Street Theater in Philadelphia; the Dallas Opera House, of Dallas, Tex.; the Boyd Theater, of Omaha, Neb.; the Grand Opera House of New Orleans.

"We perfume a great many theaters in addition. For instance, we have no less than six in this city, which we serve every night. One of our young employees makes the round and sprays the lobby before the performance and the house during the performance. We have consequent mention made of this nightly in the respective programmes."

J. W. SCHWARTZ.

Don't confine your description of your goods to the statement that they are "the best"—let your ads tell why they are worth purchasing.—*White's Sayings.*

#### NEWSPAPER HEADING ILLUSTRATED.



"NOTES AND COMMENTS."

## DOING A GREAT WORK.

DES MOINES, Iowa, Feb. 1, 1902.

Editor of PRINTERS' INK:

The letter of Mr. J. R. Kathrens, of the Pabst Brewing Company, having become public property by his consent to its publication, is properly a matter for fair criticism, and I beg leave most emphatically to differ with him in his estimate of the value of the work of the Association of American Advertisers.

The reform undertaken by the Association is yet in its infancy. The fabric of fraud to be overthrown is of colossal proportions, and the work of demolition will necessarily be slow and protracted. It is true, too, that much of the earliest work must consist of the auditing of the circulations of papers like the *Chicago News*, *Kansas City Star* and *Washington Star*, whose publishers have always told the truth and are naturally most eager for examinations; but it should be remembered that the doubts thrown on all circulations by prevalent fraudulent methods render it desirable to verify even these claims as a beginning.

A good start has been made, though only a start. Every year will add to the number of audited mediums, and within a comparatively short period there will be enough known circulations to absorb a very considerable proportion of the larger appropriations and place the business of advertising on a sound basis.

The indirect results should not be overlooked. I know publishers who two years ago were flooding the agencies with affidavits of circulation, who, now that they are confronted with the peril of an investigation, are moderating their claims or "sawing wood" in an effort to make them good before the auditor of the A. A. A. arrives.

It may be "distasteful" to "stir up a lot of bad feeling among a lot of good fellows," but the time has passed when good fellowship can be permitted to justify the concealment from the advertiser of the amount of publicity he gets for his money.

Let honest publishers and competent and businesslike advertisers hold up the hands of the A. A. A. It is the best and healthiest influence at work in the American business world to-day.

Yours truly,

JOHN J. HAMILTON.

Mr. Hamilton's position is sound. The A. A. A. is doing good work, and honest publishers appreciate the service. The Association will not antagonize the good papers, but may make it more difficult for the poor and dishonest ones to work upon the ignorance of the trustful advertiser. —[ED. PRINTERS' INK.]

In advertising as in everything else there are men who take up time that is valuable to them attending to details that the office boy can do as well.—*White's Sayings*.

## WHETHER 200,000 OR 20,000.

SCRANTON, Pa., Feb. 1, 1902.

Editor of PRINTERS' INK:

We notice in your edition of January 2, No. 4, the list of newspapers published, and would ask you for information in regard to the following:

The *Elmira Telegram*, Sunday edition, is marked D, which, as we understand the circulation, is 17,500, and what we want to know, does it refer to the *Elmira District* only, or can you inform us the circulation of this paper in Scranton?

Thanking you in advance for any information given us, we remain,

Yours truly,

JONAS LONG'S SONS.

A "D" rating in the American Newspaper Directory means that in the opinion of the editor of the Directory the paper so rated publishes an average edition in excess of 17,500 copies. The Directory does not purport to give the actual issue of the paper for the day the book is referred to, but the Directory editor's opinion of the average issue for a whole year preceding the publication of the book. The editor of the Directory says that in according a "D" rating to the *Telegram* he had in mind the entire output of the paper. If it is entitled to a higher rating he would be glad to know it, but he has not been able to obtain information to that effect from *Elmira* for quite a number of years. Of course, the publisher of the *Telegram* knows better than the editor of the Directory how many copies he prints, but for the matter of guessing in the dark it is perhaps probable that the Directory editor is as likely to be too high as too low. Because a paper printed a hundred thousand copies in 1895 is not of itself any absolute evidence that it printed twenty thousand copies in 1901.—[ED. PRINTERS' INK.]

## USES OF ADVERTISING.

The uses of advertising are rapidly increasing. People find that it is easier and far better to make announcements through the advertising columns of the newspapers than by word of mouth or by letter. Thus the great Boston library has profited largely by newspaper advertising. Instead of personal appeals to a few persons for rare collections of books and prints the library managers have expressed their desires in regular ads, and have been surprised by valuable gifts from unexpected sources. The newspaper reaches virtually everybody.—*Philadelphia Record*,



THIS DRAWING IS A PART OF A RECENT GEO. W. CHILDS CIGAR AD. IT'S REMARKABLY GOOD AND EXPRESSIVE. EVEN BAD INK AND BAD PRINTING COULD NOT DESTROY THE CONTENTED EXPRESSION WHICH THE ARTIST HAS GIVEN TO THE PICTURE.

#### THEY APPRECIATE GOOD THINGS.

Mr. Fred A. McKenzie, a London newspaper man, has placed some strong matter before the English reading public, under the title of "The American Invaders," showing the tremendous influence of advertising in its ultimate effect upon the success of a nation. He says: "The American specialist in the school of publicity has so touched the English pulse that in the domestic life we have got to this: The average man rises from his New England sheets in the morning, he shaves with Williams' soap and a Yankee safety razor, pulls on his Boston boots over his socks from North Carolina, fastens his Connecticut braces, slips his Waltham or Waterbury watch into his pocket, and sits down to breakfast, where he eats bread made from prairie flour, tinned oysters from Baltimore, and a little Kansas City bacon, while his wife plays with a slice of Chicago ox tongue. The children are given Quaker oats. At the same time he reads his morning paper, printed by American machines on American paper with American ink, and, possibly, edited by a smart journalist from New York City."

#### WHAT THEY DO.

The hold which mail order publications have upon their public is more tenacious than that of any other publication upon its clientele. With unflinching and constant exercise of the judgment which their publishers have acquired through faithful touch of the general pulse, they speak to that public in a tongue easily understood by all. They do not fire over the heads of their readers. They do not talk down to their readers. They talk in a language they understand, and on a platform with them.

#### CHANGE THE ADS.

The publisher of a country newspaper who permits a general merchant's ad to stand more than four weeks is committing business suicide. And it is business suicide for a publisher to run a "watch this space" ad because the advertiser is too busy to write a good ad to fill the space. Publishers should endeavor to teach right advertising methods to their patrons. Change the ads frequently, and if necessary write the copy for the advertiser.—*Omaha Western Editor.*

## THE BULL'S EYES.



BUFFALO, N. Y., Feb. 10, 1902.

Editor of PRINTERS' INK:

I am a regular reader of your paper, and although I am not practically interested in newspapers at large, I have formed a habit of reading with much interest the comments and information therein as they periodically appear in PRINTERS' INK. I refer more definitely to the article of the Newark News, which thought to be entitled to the bull's eyes marks (☉☉) in the American Newspaper Directory. Would it be too much trouble in asking you to publish a list of all the papers in the United States which enjoy this distinction in the Directory? Yours truly,

ROBERT F. MILLER.

The Little Schoolmaster presumes that many more people might take an interest in the publication of a list of such papers as the letter of Mr. Miller suggests. Therefore it is given below:

## PAPERS WITH GOLD MARKS IN THE DECEMBER, 1901, AMERICAN NEWSPAPER DIRECTORY.

Colo. Springs, Colo.	Mining Record.....	Daily
Hartford, Conn.	Courant.....	Daily
Washington, D. C.	Evening Star.....	Daily
Chicago, Ill.	Tribune.....	Daily
	Apparel Gazette.....	Semi-m'y
	Bakers' Helper.....	Monthly
	Inland Printer.....	Monthly
Indianapolis, Ind.	Journal.....	Daily
	Journal.....	Sunday
Louisville, Ky.	Courier-Journal.....	Daily
	Courier-Journal.....	Sunday
New Orleans, La.	Picayune.....	Daily
	Picayune.....	Sunday
Lewiston, Me.	Evening Journal.....	Daily
	Journal.....	Weekly
Baltimore, Md.	Sun.....	Daily
	Manuf'rs Record.....	Weekly
Boston, Mass.	Even'g Transcript.....	Daily
	Am. Wool & Cotton Reporter.....	Weekly
	Boot and Shoe Recorder.....	Weekly
Springfield, Mass.	Republican.....	Daily
	Republican.....	Sunday
Grand Rapids, Mich.	Furniture Record.....	Monthly
Minneapolis, Minn.	Nor'western Miller.....	Weekly
St. Louis, Mo.	Shoe and Leather Gazette.....	Weekly
	National Druggist.....	Monthly
Buffalo, N. Y.	Morning Express.....	Daily
	Illustrated Buffalo Express.....	Sunday
New York City, N. Y.	Evening Post.....	Daily
	Herald.....	Daily
	Herald.....	Sunday
	Jour. of Commerce.....	Daily
	Times.....	Daily
	Times.....	Sunday
	Tribune.....	Daily
	Tribune.....	Sunday
	Am. Machinist.....	Weekly
	Clipper.....	Weekly
	Dry Goods Economist.....	Weekly
	Harper's Weekly.....	Weekly
	Iron Age.....	Weekly
	Life.....	Weekly
	Nation.....	Weekly
	Pharm'l Era.....	Weekly
	Railroad Gazette.....	Weekly
	Record and Guide.....	Weekly
	Scien. American.....	Weekly
	Spectator.....	Weekly
	Street R'y Journal.....	Weekly
	Vogue.....	Weekly

New York City, N. Y.	Bakers' Review.....	Monthly
	Century Magazine.....	Monthly
	Crerand's Clock J'l.....	Monthly
	Hardware Dealers' Magazine.....	Monthly
	Harper's Bazar.....	Monthly
	Harper's New M'tly Magazine.....	Monthly
	Machinery.....	Monthly
Roro' of Brooklyn.	Eagle.....	Daily
	Eagle.....	Sunday
Cincinnati, Ohio.	Enquirer.....	Daily
	Enquirer.....	Sunday
Philadelphia, Pa.	Public Ledger.....	Daily
	Carriage Monthly Confectioners' J'l.....	Monthly
	Keystone.....	Monthly
Providence, R. I.	Journal.....	Daily
	Journal.....	Sunday
Charleston, S. C.	News and Courier.....	Daily
	News and Courier.....	Sunday
Chattanooga, Tenn.	Tradesman.....	Semi-m'y
Dallas, Texas.	Morning News.....	Daily
	Morning News.....	Sunday
Petersburg, Va.	Index Appeal.....	Daily
	Index Appeal.....	Sunday
Port Atkinson, Wis.	Hoard's Dairyman.....	Weekly
Madison, Wis.	Am. Thresherman.....	Monthly
Milwaukee, Wis.	Even'g Wisconsin.....	Daily
London, Ont.	Free Press.....	Daily

The interpretation of the sign ☉☉, appended to a publication in the American Newspaper Directory, is as follows:

(☉☉) Advertisers value this paper more for the class and quality of its circulation than for the mere number of copies printed. Among the old chemists gold was symbolically represented by the sign ☉—Webster's Dictionary.

NOTE.—A year's subscription to PRINTERS' INK will be given to any person who successfully makes out a case where a periodical is entitled to the ☉☉ marks in the American Newspaper Directory but does not at present enjoy this distinction. The same award is offered to any one who will successfully make out a case where the ☉☉ marks are bestowed by the Directory upon a periodical which does not deserve them.

EXTRACT FROM ADVERTISE-  
MENT ILLUSTRATED.

"A BIG HIT."

# NOTES.

THE *News*, Northfield, Vt., calls attention to itself in a concise folder.

THE advertising of the Daimler Motor Company is to be placed this year by the Frank Presbrey Agency.

AN attractively printed booklet comes from the Bureau of Corporation Statistics, 35 Nassau street, New York.

THE Ireland Advertising Agency, Philadelphia, sends out a folder containing specimens of neat shoe ads.

THE Dey Patents Company, Syracuse, New York, describes its time registers in a lucidly-written little booklet.

THE Postoffice Department has rescinded its curious ruling forbidding secret society papers to take general advertising.

AFTER February 8 the S. C. Beckwith Special Agency will have charge of the foreign advertising of the Cincinnati (O.) *Enquirer*.

A SUBSCRIBER writes from Toledo, Ohio, saying: "If **PRINTERS' INK** ever holds a baby show, *Jabs* will win hands down."—From *Jabs*, Chicago.

MCPARTLAND & O'FLAHERTY's department store, Eighth avenue and 40th street, New York, sends out a dainty celluloid-covered pocket memo book for the new year.

THE dates of the annual convention of the American Newspaper Publishers' Association have been changed from February 19, 20 and 21 to February 18, 19 and 20.

A BOOKLET called "A Good Start" shows that the Chicago *Daily News* has begun the first year of its second quarter century with an average daily circulation for December of 296,526 copies.

THE *Wall Street Journal* is advertising extensively in New York City, using car cards bearing stock lore quoted from its columns. It also issues a neat booklet of testimonials from advertisers and readers.

THE Standard Engraving Company, 61 Ann street, New York, has acquired the plant of the Excelsior Photo Engraving Company, originally known as the Shaw Engraving Company, and later

called the Economist Engraving Company.

THE Newspaper Collection Agency, Bennett Building, New York, sends out an attractive booklet, in which its system of collecting accounts for newspapers is set forth in extremely convincing language.

THE Johnstone Advertising Agency, Hartford, Conn., sends the Little Schoolmaster a series of excellent retail druggist ads which it has prepared for a local merchant. As soon as space permits a few of them will be reproduced.

"SOME Information About the Big Eight" is contained in a booklet advertising the *Century*, *McClure's*, *Scribner's*, *Leslie's Monthly*, *Harper's Magazine*, *Cosmopolitan*, *Munsey's* and *Review of Reviews*. The printing is archaic.

"IN my work in connection with the Peirce School, I find more inspiration and unadulterated horse sense in **PRINTERS' INK** than in any other publication reaching my desk."—W. J. Amos, Peirce School, Philadelphia, Jan. 16.

THE *Cornhill Booklet*, Boston, for December, contains some attractive woodcuts reproduced from a publication edited by Mr. Gordon Craig, son of Ellen Terry. Nearly all of them would make good advertising pictures, for they are on the poster style.

THE St. Louis postoffice cancelling stamp is in the form of a neat scroll, on which appears in plain letters, "World's Fair, St. Louis, 1903." This appears on the face of every letter mailed at the St. Louis postoffice, and is deemed an effective advertisement.

PERRY LUKENS, JR., sends a booklet containing the address of President Rufus H. Jackson to the State Business Men's Association, of Connecticut, with a menu of the dinner that signalized the annual meeting at Hartford, January 23. Both are neat in typographical make-up.

THE passenger department of the Central Railroad of New Jersey sends out an extremely good brochure describing Lakewood, N. J., as a winter resort. The typography, etchings and

## The National Capital

The only daily paper in **WASHINGTON** allowing an investigation of its claims by the representatives of the Association of American Advertisers, and the only daily paper of Washington furnishing a sworn affidavit of its actual circulation, is the **EVENING STAR**.

IT goes into 15,000 houses in Washington where no other daily paper of that city is read, and it is taken regularly by more than 15,000 other residents, in addition. This is more than **DOUBLE THE CIRCULATION** of any other paper within the city.

M. LEE STARKE, Representative,  
NEW YORK, Tribune Building. CHICAGO, Boyce Building.

matter are of the very first order, and the cover is done upon an entirely unconventional color scheme.

A LITTLE brochure, from Montgomery Ward & Company, Chicago, describes the firm's best-paying advertisement—the tower upon their new building. The rural soul has a distinct penchant for visiting high places when he is in town, and the firm has arranged matters so that this gratification may be coupled with that of shopping. The tower is said to be the highest in Chicago.

THE greatest newspaper reading community of the world is that of New York City. Observations made on thirty-seven occasions, mainly in street cars, established the fact that only one man out of fifty-four was not reading or was not conspicuously equipped for reading. Kindly note the preponderance of the New York Times in your daily travels.—*Times Adv.*, Jan. 29.

THE Milwaukee (Wis.) *Sentinel's* weekly edition was known early in its career as the *Sentinel and Farmer*, and during the past fourteen years bore the sub-title *Wisconsin Farm Journal*. It has just entered upon its sixty-fifth year under the even more appropriate title *The Farmers' Sentinel*, as a standard agricultural and family publication with all its departments greatly strengthened.

THINGS become very vivid and real to the compiler of circulation statistics. For instance, the *Leslie* expert says: "It took 223,125 pounds of paper for a recent issue of *Leslie's Monthly*; this edition, laid flat and stacked in a pile, measured 8,500 feet—over fifteen times the height of the Washington monument." Verily, the sight of such a stack of paper would have been worth going miles to see.

MARSHALL FIELD & COMPANY are upholding Chicago's name for "hustle" by moving into their new building floor by floor as each is completed. Cartoonist McCutcheon, in the *Record-Herald*, takes occasion to satirize the novelty in a picture of a building in course of construction, the floors being placarded with such legends as "This floor will be occupied at noon to-day," "This floor will be occupied at three o'clock this afternoon," etc.

THE *Boston Traveler* has been for more than seventy-seven years the home paper of Boston. Practically every family taking an evening paper takes the *Boston Traveler*. It prints more financial advertising on Saturdays (New England's biggest financial day) than all the other one and two cent dailies combined. It has a uniform circulation in Boston greater than that of any other three Boston evening papers combined.—*Circular Boston Traveler*.

THE annual meeting of members of the Merchants' Association, of New York, was held on January 14, at which meeting five directors of the Board of Fifteen were elected to succeed those whose terms expired at that time. The new elected directors are: Mr. George F. Crane, of Baring, Magoun & Company; Adolph Openhym, of William Openhym & Sons; George L. Duval, of

Beeche, Duval & Company, each to succeed himself; and Mr. George Frederick Victor, of Victor & Achelis, to succeed Mr. Alvah Trowbridge; and Herbert L. Satterlee, to succeed Hon. John H. Starin.

THOMAS F. BOYLE, the new election commissioner of San Francisco, is a business man who has, ever since he has been able to earn his own living, been connected with the newspaper business. After a period of service in subordinate capacities on the San Francisco *Call*, he became business manager, which position he occupied during a term of years. He was connected with the *Call* more than twenty years, starting in the mailing room and working his way up to business manager. Five years ago Mr. Boyle accepted the position of business manager of the *Bulletin*, which position he now occupies.

WHAT the Houston (Texas) *Chronicle* has accomplished in the twelve weeks of its existence, both in growth of circulation and advertising patronage, has never been equalled by any other newspaper enterprise launched in the South. This is due to the fact that the *Chronicle* did not start in the infant class, but began as a well developed metropolitan venture. It was the first two-cent paper ever started in the State. Its subscription price was placed at one-half what the large morning dailies charge, and a first-class daily was given to the public at ten cents per week. That's the whole secret of it—a first-class paper at a very low price.—*Leaflet Houston Chronicle*.

ANDREW R. BLAKELY, proprietor of the St. Charles Hotel, New Orleans, is one of the most aggressive and persistent advertisers in the hotel fraternity. Every letter he sends out, whether on business or socially, is accompanied by one to half a dozen cards, printed slips or pamphlets, which set forth not alone the attractions of the beautiful St. Charles, but the advantages of the historic and picturesque old city of New Orleans as a winter resort. Not content with sending out souvenir coins, which he has been doing recently, he is sending out now a variety of miniature calendars for the new year. In fact, nothing in the advertising line that gives promise of promotion of the St. Charles or New Orleans escapes the eagle eye of Mr. Blakely.

DR. WILLIAM A. WISE, of Portland, Oregon, senior member of the firm of Wise Brothers, dentists, has withdrawn his membership in the Oregon State Dental Society. Dr. Wise's action was prompted by his desire to be free of the hidebound rules of ethics. "I have swung clear of the society," said Dr. Wise, "because its rules hampered my progress. The society does not permit its members to advertise. I have determined to advertise. I have been held back long enough by the hypocrisy of ethics, which is purely and simply a scheme to make a close corporation of dentistry, and keep the younger dentists from asserting themselves and becoming known. If I can spend \$1,000 in advertising, and get \$10,000 worth of business in return I am a fool if I

don't advertise. And if I stand to make a profit of only \$1,000, I have made a good investment."

THE following newspaper men have been appointed as members of the entertainment committee on the occasion of the reception and banquet to be given to President Roosevelt and Prince Henry, of Prussia, on February 25, at the Metropolitan Opera House, right after the launching of the Emperor's yacht: James Gordon Bennett, *Herald*; William Berri, *Brooklyn Standard-Union*; William C. Bryant, *Brooklyn Times*; Paul Dana, *Sun*; John W. Dodsworth, *Journal of Commerce*; Henry L. Einstein, *Press*; William R. Hearst, *Journal*; William Hester, *Brooklyn Eagle*; Gardiner G. Howland, *Herald*; St. Clair McKelway, *Brooklyn Eagle*; F. A. Munsey, *Daily News*; Adolph S. Ochs, *Times*; Edward Pettus, *Brooklyn Citizen*; Joseph Pulitzer, *World*; Whitelaw Reid, *Tribune*; Herman Ridder, *Staats-Zeitung*; Thos. E. Stillman, *Commercial Advertiser*; Henry L. Stoddard, *Mail and Express*; Horace White, *Evening Post*; August Belmont, *The Fourth Estate*.

THE *Evening News* has never had circulation secrets. Every month for years the daily averages have been printed in the paper and always sworn to. Away back in 1892, when the daily edition was less than three thousand, just as much prominence was given the circulation reports as they now receive, although the circulation now is three times what it was then. The advertiser who buys space in the *Evening News* is not buying a cat in a bag. It is as much the advertiser's right to know the quantity of circulation he is buying as it is to know the size of the ad he is placing. All the better newspapers of the country make known their circulations. Such well-known publications as the *Chicago Daily News*, the *Philadelphia Record*, the *Boston Traveler*, *Kansas City Star*, *Indianapolis Daily News*, *Minneapolis Journal*, the *Baltimore News*, the *Cleveland Press*, the *Cincinnati Post*—in fact, leading and representative newspapers everywhere open their circulation books to the advertiser and to the public.—*The Saginaw Evening News Company, Saginaw, Mich.*

ONE of the best strokes of advertising that has touched Cincinnati recently was made by Press Agent Jacob Kelley, of the Baltimore & Ohio Railroad, in getting a picture of their bridge at Harper's Ferry painted on the drop curtain at Robinson's Theater. Since the burning of the Grand Opera House a year ago, all the first-class attractions have gone to Robinson's, making it the leading playhouse of the city. The curtain shows John Brown's monument, the railway station and the new steel bridge over the Potomac. Every patron of the theater naturally asks what bridge that is, and he is told that it is the Baltimore & Ohio. Anxious subscribers to the daily papers have sent in queries about the curtain, and the answers printed have been additional free advertising. Thousands of people who never did and perhaps never would have had more than a hazy idea about Harper's Ferry, now are aware that

Thomas Jefferson once said: "It is worth crossing the Atlantic to see," and what is more to the point, that the Baltimore and Ohio Railroad is the way to travel in order to get there.

THE International Store Advertising Company is incorporated under the laws of the State of Maryland, with a paid up capital of \$50,000. The president is Mr. Graffin Cook, of Baltimore, Md. The secretary and treasurer is Mr. Richard Gwinn, prominently identified in banking circles in Baltimore. Two other gentlemen who are interested in the company are R. A. Chapman, of Wellington, O., and T. W. Crosby, formerly advertising manager of N. K. Fairbanks, Chicago. The object of the company is to obtain, by direct contract with the leading grocers and druggists, the exclusive privilege of advertising both inside and outside of their stores, and reselling such privileges to the leading advertisers, both local and national. The company is said to have under contract for such purposes practically all of the leading grocery stores in Greater New York, Philadelphia, Baltimore, Washington, Pittsburg, Cleveland, Cincinnati and Chicago, aggregating approximately 20,000 stores. It proposes to erect racks in the stores for the display of signs in a manner similar to what is now being done in street cars. The size of the cards will be identical with those in street cars, while the price for space will be very much lower. The company has a home office in Baltimore, 509-519 Calvert Building, the Chicago offices are at 79 Dearborn Building, and temporary offices in the Townsend Building, 1123 Broadway, New York.

THE Cheltenham Press, 150 Fifth avenue, New York, "prepares, prints and distributes advertising matter designed for individual customers." This sounds somewhat trite, but four novelities recently sent the Little Schoolmaster prove that it involves very instructive principles. The first was made to advertise Maryland Club Whisky during the yacht races last summer. It is a small folder, with a map of the course, explanation of guide boats and signal-code flags, conditions of the races and diagrams of sails, spars and stays upon both yachts. This information was compiled by George Bleekman, a recognized authority, and was so well thought of by New York papers that nearly all of them reproduced parts of it verbatim. The second is a little book called "Don't Forget," made for Brooks Brothers, men's outfitters, Broadway and 22d street. It contains lists of things needed upon men's trips and at social functions. There is a camping list, seashore list, hunting, tennis, riding, yachting, wedding and other lists, besides a general list. The strongest point of the book is that almost all of these articles are carried by Brooks Brothers, and each is listed at the back of the volume, with minimum and maximum prices. "Stunts" is a brochure gotten up for Golden Lion Cocktails. It contains about two dozen small parlor feats, entertaining or mystifying, and easy to do without special apparatus. The fourth is a grotesquely illustrated edition of "The



House That Jack Built," gotten out for boys' department of Rogers, Peet & Company. Each of these novelties is especially suited to the business it is intended to advertise, and each is of a sort that will be preserved by the people it reaches.

### "FROM GREENLAND'S ICY MOUNTAINS TO INDIA'S CORAL STRAND."

The following is received from a correspondent in London, dated January 25:

Editor of PRINTERS' INK:

PRINTERS' INK is so international in its character that it hardly seems consistent that one of the principal prizes in its competition should be limited to American newspapers (see rule 10). If this is amended there are doubtless many adsmiths—pupils of PRINTERS' INK—in all parts of the world who would be glad to compete and spread the gospel of advertising and the merits of PRINTERS' INK from "Greenland's icy mountains to India's coral strand."

Otherwise, the "furriner" has no chance, as the newspaper "comes in" nowhere and insertion becomes impossible.

The Little Schoolmaster thinks the point well taken. Ads written by foreign adwriters and inserted in a foreign periodical according to the terms of the 1902 competition will be admitted in the contest on the same terms extended to Americans.

### DIVIDING THE COMMISSION.

"McCLURE'S MAGAZINE."

NEW YORK, Jan. 4, 1902.

Editor of PRINTERS' INK:

As perhaps you know, N. W. Ayer & Son were dropped from our agents' list last spring because of their refusal to sign the agreement to maintain our rates, which was signed by all our agents. Since that time we have only carried out orders previously given, or filled orders for them at the full card rates.

After considering the matter fully, we have decided as a necessary business procedure in the interest of ourselves and our properly accredited agents, to take no more orders from N. W. Ayer & Son of any kind or at any price, and to discontinue all business relations with them except such as are necessary in the fulfilling of the uncompleted contracts.

S. S. McCLURE Co.,  
Curtis P. Brady, Asst. Sec.

### A BLACKMAILER TAKES UP LYING.

ST. LOUIS, Mo., Feb. 1, 1902.

Editor of PRINTERS' INK:

We ran a 3-line ad in your last issue, and with next day's mail we received 117 letters in reply to it. PRINTERS' INK is, sure enough, a good medium to advertise the right thing in!

Respectfully yours,

HENRY HERMANN,  
Editor and Publisher *Humorist*.

### ONE PROSPEROUS YEAR.

2443-2445-2447 W. Kinzie Street,  
CHICAGO, Ill., Jan. 21, 1902.

Geo. P. Rowell & Co., Publishers of  
*American Newspaper Directory*:

In referring to your Directory, in reference to *Svenska Folkets Tidning*, of Minneapolis, Minn., we find on page 575 of your Directory the following:

"Circulation: Rating varied from E in 1891 to F in 1895; in 1896, F; in 1897, Y; in 1898, yG; in 1899, yH. Actual average for a year ending with September, 1900, 17,910."

We do not understand how the rating in 1899 can be yH and have an actual average circulation in 1900 of 17,910. We desire to learn as close as possible the circulation of this paper. Please give us your opinion and how we shall construe the above to get at the facts.

LUNDIN & COMPANY.

NEW YORK, Jan. 28, 1902.

Messrs Lundin & Company:

The circulation ratings accorded to the paper about which you inquire indicate that in a period of eleven years, from 1891 to 1901 inclusive, it furnished definite circulation but once. One of the rules that govern the Directory ratings is:

In cases where, for a considerable time, no information is received from a publisher concerning the circulation of his paper, it is the rule to occasionally reduce the rating, unless information from outside sources forces the impression that the present circulation rating is not too high.

An examination of the records conveys the impression that the paper is generally supposed to have a larger circulation than it does have in fact. Of course, the office of the paper is the one place where exact information can be obtained. The failure to send a statement covering their issues for 1901 conveys the impression that the figures for 1900 are not sustained. In the latest issue of the Directory, however, the paper is accorded an "E" rating reinforced with the letter "y," indicating that recent information has not been forthcoming.

Letter ratings are given only to papers that will not or do not furnish information upon which an exact and definite rating may be based.

Very truly, etc.,  
Geo. P. ROWELL & Co.

### ILLUSTRATED SENTENCE.



"TOOK GOLD MEDAL AT RECENT EXPOSITION."

SENSE—THEN BREVITY.

Year in and year out the student in advertising is enjoined to be brief. Almost every one who writes about advertising makes sage observations about brevity. One person will talk of the possibility of condensing a novel into two pages, and some one else will take a column as his standard and protest that everything essential in it might have been said in one paragraph. We claim that it is possible to carry the idea of brevity too far. We have seen advertisements which were nothing but a group of disjointed sentences. On one occasion Lincoln was asked how long a man's legs ought to be. "Just long enough to reach the ground," was his reply. And so it is with an advertisement. It should be just long enough to tell a story completely.—*Merck's Report.*

LITTLE COUNTER PREACHMENTS.

The best results come from the counter talks, samples and store paper. Our counter talks are carefully weighed, not insinuating or pressing. We find that by calling a man's attention to an article and, if possible, telling him what it is doing for a person known to him, is often productive of good results. If a person has a few minutes to spare it is just as proper to open a conversation regarding some object that may be sitting on the counter as it is to discuss the weather or the latest turf notes. It pays better and it is good advertising. Our samples are not sent out haphazard. They are usually handed out over the counter and a little talk always goes with them.—*Western Druggist.*

THE GOOD NEWSPAPER.

The good newspaper, says the Sioux City (Iowa) *Journal*, will undertake to give its readers news, as reliable as can be, and intelligent comment thereon. The good newspaper will report sensations, but it will not busy itself in making them.

The world is full of humbug, treachery, scheming, fraud. The use of the newspaper as an auxiliary force is constantly sought. The wonder is not that newspapers are so bad; the wonder is that they are as good as they are.

The credit belongs to the dominant management of newspapers and to the army of newspaper workers throughout the world.

USED TO BE THE CAPER, BUT DON'T GO NOW.

In all large cities in the East the distribution of circulars, except by mail, has become almost a thing of the past, owing to legislative enactment, which aims toward keeping the streets clear of flying paper. The primer, booklet, folder and catalogue, many of them gotten up in the very best style, have almost altogether superseded the old-fashioned "slop-job" circular.—*Shoe Retailer.*

Don't let reports of the success of your competitor discourage you—take a fresh grip and go him one better.—*White's Sayings.*

FROM ISSUE TO ISSUE.

No adwriter has yet written a serial ad story continued from issue to issue of a paper. Here's something new under the sun for the man who cares to try it.—*St. Louis Ad-Writer.*

Classified Advertisements.

Advertisements under this head two lines or more, without display, 35 cents a line. Must be handed in one week in advance.

WANTS.

MORE than 300,000 copies of the morning edition of the *World* are sold in Greater New York every day. Beats any two other papers.

WANTED—In Chicago, editor who has a knowledge of mechanical and engineering subjects. Permanent position. Address "B.H.E.," care Printers' Ink.

WANTED—Reliable person to get advertising contracts in New York City, on commission. Commission paid as soon as contracts are secured. *TEACHERS' GAZETTE*, Milford, N. Y.

THERE is a city journalist, printer or business man, with capital, somewhere, who would like to live in the country, if he could make money there. I want to find him. Address "709," care Printers' Ink.

EXPERIENCED man wanted to take charge of local advertising. Wire experience, salary expected and references. Population of Knoxville, 50,000. Circulation, 3,000. Good man wanted. *JOURNAL & TRIBUNE*, Knoxville, Tenn.

WANTED—An advertising man, good appearance, to secure special local advertising for leading Boston daily. Write, giving full particulars as to last position, and other references. "ADVERTISING MANAGER," Box 3060, Boston.

THE FINANCIAL INQUIRER is a very valuable publication for investors. \$2 pays a year's subscription, with all the benefits of a commercial agency. Agents wanted on a commission everywhere. Correspondence invited. 55 Liberty St., New York.

I AM an energetic, capable advertising man, with experience in newspaper and commercial work. My work in the past has been very successful and result-producing. I would like to hear from some one who is looking for a hustler. "L. A. W.," care Printers' Ink.

WANTED—Every advertisement writer to secure a copy of our book of ready-made advertisements. A veritable mine of suggestions and catchy phrases. Contains over five hundred examples of effective ads. Invaluable as a thought stimulator for advertisement writers. Sent postpaid on receipt of price, \$1. Address GEORGE P. ROWELL & CO., 10 Spruce St., New York.

PARTNER—I own material that was bought for a city daily that was not started. There is enough of it to open a job office. Have published *THE WEEKLY HERALD* on it for five years. Good opening here for another daily. Population over 100,000. City growing rapidly. Want partner with small amount of capital who understands the business. Address A. L. ROWE, *THE HERALD*, Memphis, Tenn.

A BUSINESS publication which takes first rank in its field in the United States wants first class solicitors on commission to call upon retail and wholesale merchants who are interested in publicity. Applicants must live in towns of 5,000 inhabitants or over. They ought to have education and experience enough to talk intelligently to plain, practical business men about a plain, practical proposition. Young men of good character, willing to work earnestly, ought to be able to earn at least \$4 per day. Applicants who wish to receive consideration must send us first-class references which will bear strict investigation. Address (with first-class references only) "WORKER," care of P. O. Box 673, New York City.

NAMES FOR SALE.

NAMES of 9,000 Georgians, just compiled. \$5 gets the bunch. *NEWS*, Tennesse, Ga.

## COIN CARDS.

**KING COIN MAILERS**, Beverly, Mass. Samples free. \$1.50 per M in large lots.

## PAPER.

If you use Coated Book Paper, send to us for samples and prices. Three full lines in stock. **BASSETT & SUTPHIN**, 45 Beekman St., New York City.

## TO LET.

**TO LET**—Three offices at No. 10 Spruce St. Rent, \$500, \$500, \$400, respectively. Apply to **GEO. P. ROWELL & CO.**, owners, on the premises.

## PRESS CLIPPINGS.

**UNITED STATES PRESS CLIPPING BUREAU**, 153 La Salle St., Chicago. Clippings to order on any subject from all current American newspapers.

## SUPPLIES.

**THIS** paper is printed with ink manufactured by the **W. D. WILSON PRINTING INK CO.**, Ltd., 17 Spruce St., New York. Special prices to cash buyers.

## ELECTROTYPES AND STEREOTYPES.

**ELECTROTYPE** or stereotype cuts. When you want good ones, order from Bright's "Old Reliable," St. Louis Electrotype Foundry, No. 211, North Third St., St. Louis, Mo.

## ORIGINAL DESIGNS.

**ADWRITERS** illustrate your ads. Original designs double value of advertising space. Original sketches submitted free. **KNOXVILLE ENGRAVING CO.**, Knoxville, Tenn.

## COLLECTIONS.

**COLLECTIONS**, wholesale or retail, made anywhere. Our system gives these matters constant and persistent attention. Write for booklet. **BUELL & HANKS**, Attorneys, Madison, Wis.

## HELP WANTED, MALE:

**WANTED**—Young man as assistant to advertising manager for manufacturing house. Must be posted on advertising and printing. State experience and salary desired. Good chance for the right man. Address "W. A. C.," care Printers' Ink.

## MISCELLANEOUS.

**ELECTRIC LETTERS** Ready for connection. **BAKER**, the Sign Man, Philadelphia.

**PURE WHISKY**, our Kentucky distillation, direct from distiller to consumer. Twelve years old, \$3 gallon. Inclose money order to **POYNITZ BROS.**, Distillers, Maysville, Ky.

## ADVERTISING NOVELTIES.

**FOR** the purpose of inviting announcements of Advertising Novelties likely to benefit reader as well as advertiser, 4 lines will be inserted under this head once for one dollar.

**GREAT** advertising novelty for retailers. If you are looking for something good and cheap, send ten cents in stamps for sample with prices. **MAHONING NOVELTY CO.**, Big Run, Pa.

## FOR SALE.

**EXCEPTIONAL** opportunity to buy well equipped job plant in Iowa's best mfg. town. Write to-day. Not open long. "X. Y. Z.," Printers' Ink.

**EVERY** issue of **PRINTERS' INK** is religiously read by many newspaper men and printers, as well as by advertisers. If you want to buy a paper, or to sell a paper, or type or ink, the thing to do is to announce your desire in a classified advertisement in **PRINTERS' INK**. The cost is but 3 cents a line. As a rule, one insertion will do the business. Address **PRINTERS' INK**, 10 Spruce St., New York.

## ADDRESSING MACHINES.

**MYERS BROS.** Label-Pasting Addressing Machine, \$10. P. O. Box 449, Philadelphia.

## SITUATION WANTED.

**FIRST-CLASS**, sober chalk plate artist, making his own plates, wishes place with paper using that process for illustrating. Moderate salary. Address "CHALK PLATE," Printers' Ink.

## MEN'S HATS.

**TRY A DANBURY HAT.** We will duplicate in style, quality, workmanship and finish for \$3 any \$3 hat sold by retail stores in New York City. **DANBURY HAT CO.**, 22 Desbrosses St. and 363 W. 126th St., New York.

## CARBON PAPER.

**WILL** exchange Carbon Paper for advertising. **WHITFIELD CARBON PAPER WORKS.**

**TYPEWRITING** Carbon Paper in perforated books of 25 sheets delivered in your office for 75 cents. **WHITFIELD CARBON PAPER WORKS**, Red Bank, N. J.

## PRINTERS' MATERIAL.

**MODERN MACHINERY**, new and rebuilt. Material, new and second hand. Type, new only, at foundry prices and discounts. Quality above price. From a cylinder to a bodkin furnished. **CONNER, FENDLER & CO.**, N. Y. City.

## EXCHANGE.

**EXCHANGE** what you don't want for something you do. If you have mail order names, stock cuts or something similar, and want to exchange them for others, put an advertisement in **PRINTERS' INK**. There are probably many persons among the readers of this paper with whom you can effect a speedy and advantageous exchange. The price for such advertisements is 25 cents per line each insertion. Send along your advertisement.

## HALF-TONES.

**80¢** for best 1-col. half-tone you can get, POSTPAID. **MAIL TONE CO.**, PHILA.

**75¢** Newspaper half tones mounted. **KNOXVILLE ENGRAVING CO.**, Knoxville, Tenn.

**HALF-TONE**—Every week use a half-tone. Every month watch the circulation grow. Every year make bigger profits. We make the best newspaper half-tone. **STANDARD ENGRAVING CO.**, 61 Ann St., New York.

## BOOKS.

**READY-MADE ADVERTISEMENTS.** Messrs. Geo. P. Rowell & Co., 10 Spruce St., New York, send the *Caveat* a handsome 92-page book entitled "Ready-made Advertisements." The book contains, besides other valuable information, examples and styles of advertising for almost every business. For merchants and others who write their own advertisements this little work will be found invaluable. The price is only one dollar. —*Carson Caveat.*

The book will be sent to any address upon receipt of one dollar. **GEO. P. ROWELL & CO.**, 10 Spruce St., New York.

## BUSINESS NECESSITIES.

**TO KEEP TAB** in my mail-order business I had to have a perfect record, showing on one page at a glance each day's business for one full year derived from every magazine or paper in which my ads were running. I couldn't find such a chart or record anywhere, so I made one myself. It is perfect. It shows you what replies and cash you receive each day from each ad; keeps a record of change of size of ad; change of key; change of price, etc., from day to day and month to month, for one year, and all on one page. You'll want it. Send me a two-cent stamp and I'll send you one chart free. It is copyright. Address **SIDNEY FLOWER**, 1 The Auditorium Building, Chicago.

ADVERTISING MEDIA.

**JUNIOR JOURNALIST**, 302 N. Desplaines St., Chicago, Ill., 25 cents a year.

**HARDWARE DEALERS' MAGAZINE**, sample copy 10 cents, New York City.

**40 WORDS**, 5 times, 25 cents. **DAILY ENTERPRISE**, Brockton, Mass. Circulation 7,500.

**A POSTAL card request will bring sample copy, ADVERTISERS' GUIDE**, New Market, N. J.

**REACH** the best Southern farmers by planting your ads in **FARM AND TRADE**, Nashville, Tenn. Only 10c. a line.

**ANY** person advertising in **PRINTERS' INK** to the amount of \$10 or more is entitled to receive the paper for one year.

**MODERN MEXICO**, 116 Nassau St., New York. Monthly; illustrated; the medium for Mexican trade and investments.

**CIRCULATION** 100,000 copies unconditionally proven. Rate 40c. a line. **UP TO DATE FARMING AND GARDENING**, Indianapolis, Ind.

**PRESS-REPUBLIC**, Springfield, O. Leased wire Associated Press report. Sworn circ'n guarant'd by Citizens' Bank to exceed 8,000 daily.

**THE SCHOOL EMBLEM**, New Egypt, New Jersey, is one of the best educational mediums. Five thousand circulation. Your 5-line ad only 30 cents.

**THE** peerless advertising medium, **UP TO DATE FARMING AND GARDENING**, Indianapolis, Ind. 100,000; 40c. a line. Send for copy of "Results."

**VIAN SUN**, one of the leading weeklies of the Cherokee Nation. Ads. 5 in columns attract attention. **WEEKS & CHAPMAN**, publishers, Vian, I. T.

**UP TO DATE FARMING AND GARDENING**, Indianapolis, Ind., has the largest circulation of any agricultural paper west of Ohio, and we furnish the proof.

**ADVERTISERS** wishing to reach the prosperous people of Tidewater Virginia and Eastern North Carolina, send for sample copy of **THE CRITERION**, Norfolk, Va.

**4 PER CENT** of sales is what it cost a manufacturer of agricultural implements to advertise in **UP TO DATE FARMING AND GARDENING**, Indianapolis, Ind. 100,000 proven; 40c. a line.

**ONLY 50c.** per line for each insertion in entire list of 100 country papers, located mostly in New York, New Jersey and Pennsylvania. **UNION PRINTING CO.**, 15 Vandewater St., N. Y.

**THE FLORIDA FREE PRESS**, published at Bristol, Liberty County, Florida, every Friday. The official and only paper published in the county. In the center of a very fertile agricultural and turpentine district.

**KEY WEST**, Florida. Read and advertise in the **Key West ADVERTISER**, the only newspaper ever published in the most southern point in the U. S. Established 11 years; 8 fol. pages. Only 90 miles from Havana, Cuba. J. T. Ball, Mgr.

**PEOPLE** who want to reach Western readers with their business should consult the **Billings (Mont.) TIMES**. It has the best general circulation of any weekly newspaper printed west of the Mississippi. Rates reasonable. **M. C. MORRIS**, Proprietor.

**THE PULASKI (N. Y.) DEMOCRAT**, est'd 1855; Republican; published every Wednesday morning; eight pages, seven columns to the page; length of columns, 22 inches; subscription \$1.50. Inquiries for rates promptly honored. **BYRON G. SEAMANS**, editor and publisher.

**THE Rice Belt of Louisiana** is thoroughly covered by the **Crowley DAILY NEWS** and the **RICE BELT NEWS** (weekly). Mill, drainage, deep well, pumping and agricultural machinery advertisers can secure good results from these papers. Rates on application. **THE NEWS**, Crowley, Louisiana.

**AFFIDAVIT**—I, E. P. Boyle, publisher of the **HOUSTON WEEKLY TIMES**, being duly sworn, say that the average number of copies each issue printed and circulated since January 1, 1900, of the paper, has been 1,400. **E. P. BOYLE**, Publisher. Subscribed and sworn to before me, this 11th day of January, 1901. **S. E. TRACY**, Notary Public in and for Harris County, Tex.

**THE BROCKTON DAILY ENTERPRISE**, Brockton, Mass., is now printing an average daily edition exceeding 8,500 copies, twelve to twenty-four pages. A two-cent newspaper. Carries the cream of all foreign advertising placed in South-eastern Mass. Flat rates, 25c. per inch per day, next to reading. 40c. per inch per day for full position. Small six column pages, well printed. Small ads are conspicuous. Solid page of want ads. Send for map of territory covered.

NEWSPAPER BROKER.

**MAKE** your wants known—to know them is to supply them. Original methods of **A. H. SMITH**, Newspaper Broker, Earlville, Ill., please buyers and sellers. Reliability, discretion.

LINOTYPE AND STEREOTYPE METAL.

**MANUFACTURE** the best linotype, stereotype and electrotype metals in the world. Get my prices before ordering. (out-of-town orders solicited. **I. SHONBERG**, 174 Hudson St., N. Y.

ELECTROTYPES.

**WE** give special attention to making of good electrotypes for newspaper ads. Prompt. Out-of-town work done carefully as city. **RAIBBECK ELECTROTYPE CO.**, 24-26 Vandewater St., N. Y.

MAILING MACHINES.

**THE MYERS MAILER**, weighs one pound; price, \$10; P. O. Box 449, Philadelphia.

**THE DICK MATCHLESS MAILER**, lightest and quickest. Price \$10. **F. J. VALENTINE**, Mfr., 178 Vermont St., Buffalo, N. Y.

**THERE** are many so-called addressing machines on the market, but remember that **Wallace & Co.**'s is the only one now in successful use among the large publishers throughout the country, such as **Printers' Ink**, **Cosmopolitan Magazine Co.**, **Butterick Pub. Co.**, **Comfort**, of Augusta, Me., and many others. Send for circulars. **WALLACE & CO.**, 10 Warren St., N. Y.

"Increasing the Output"—a booklet of vital interest to all manufacturers and jobbers.

It tells of a plan to reach any number of customers and prospective customers by mail.

A plan to reach them at their desks, offensively, but persistently—continuously, without bothering them.

A plan to help the salesman and economize his time.

A plan that will bring orders if there are orders to get.

If it doesn't, no other method will.

A copy will be sent for the asking.

**CHARLES AUSTIN BATES**

VANDERBILT BUILDING, NEW YORK

## MAIL ORDER BUSINESS.

**B**EFORE starting your mail order advertising, write SMITH, Box 1990, New York.

## BUSINESS OPPORTUNITIES.

**S**TART RIGHT IN THE PUBLISHING BUSINESS.

Your chances of doing so  
Will be doubled  
By availing yourself  
Of my services.  
In four years  
Millions of dollars' worth  
Of Publishing Property  
Has been handled by me;  
And I think every buyer  
Will say my representations  
Have been verified  
And in many cases  
My suggestions have proven  
Of great value to them.  
Any way, if you intend  
Buying a Publication,  
It will cost you nothing  
To consult me—and  
I open my own mail.

EMERSON P. HARRIS,  
253 Broadway,  
New York.

Broker in Publishing Businesses.

## PRINTERS AND PUBLISHERS.

**\$6,000** PRINTING  
YEARLY GUARANTEED; PRINT-  
ING PLANT TO LEASE; GREAT OPENING FOR  
2 or 3 PRACTICAL MEN WITH SMALL CAPITAL;  
HALF OFFICE FLOOR CAN BE RENTED FOR  
OFFICE OR COMPOSING ROOM. "MANAGER,"  
FOX BLDG., FRANKLIN SQUARE, NEW YORK.

## PRINTERS.

**I**F you are not satisfied where you are, try us.  
We do all kinds of book and newspaper  
printing promptly and satisfactorily. UNION  
PRINTING CO., 16 Vandewater St., New York.

**1,000** NOTEHEADS, statements or type-  
writer letter-heads neatly printed,  
\$1.50; 5,000, \$6.25. Good stock and good work.  
Ruled work padded. Samples free. R. McGRE-  
GOR, Princeton, Ky.

**A** SMALL SPACE WELL USED.  
How often you hear somebody say: "Now  
there's a small space well used. It stands right  
out of the paper."

The bold typographical arrangement caught  
the eye and made that small ad stand out more  
prominently than one twice its size, but not so  
well displayed.

One of the things we particularly pride our-  
selves on, is this ability for setting advertise-  
ments that are bound to be seen, no matter what  
position they occupy in the paper. Your local  
printer probably has not the equipment for doing  
this that we have, probably he doesn't know  
how as well as we do.

We furnish electrotypes too, if you like.  
This is only one of the things we do for advertis-  
ers—the printing of catalogues, booklets, circulars  
are some of the other things.

We make them stand out of the crowd too.

PRINTERS' INK PRESS,  
10 Spruce St., New York.

## PREMIUMS.

**R**ELIABLE goods are trade builders. Thou-  
sands of suggestive premiums suitable for  
publishers and others from the foremost manu-  
facturing and wholesale dealers in jewelry and  
kindred lines. 500-page list price catalogue  
free. S. F. MYERS CO., 42-50-52 Maiden Lane, N.Y.

## ADVERTISEMENT CONSTRUCTORS.

**E**DWIN S. KARNIS, writer and promoter of  
profitable advertising, A 571 E. 43d St., Chi-  
cago.

**M**Y weekly ad service costs \$5 a year, cash  
with order. More than 80 per cent of my ads  
have been successful. F. W. DECKER, Box 225,  
Atlantic City, N. J.

**H**ENRY FERRIS, his [H] mark,  
918-920 Drexel Building, Philadelphia.  
Writer, designer, illustrator, adviser. Special-  
ties, books and machinery.

**W**ITHOUT a doubt the small city retailer—  
and big ones, too—would profit by HER-  
RICK, the Ad-Scribe's, \$2 a month original ad  
service. He's at Watertown, in New York State.

**A**D CONSTRUCTORS will find our book of  
ready-made advertisements of great assist-  
ance in the preparation of advertisements. The  
book contains over five hundred specimens of  
good advertising, any one of which may suggest  
an idea for your ad when you get stalled. Sent  
prepaid on receipt of price, \$1. Address GEO.  
P. ROWELL & CO., 10 Spruce St., New York.

**A**DWRITERS and designers should use this  
column to increase their business. The  
price is only 25 cents a line, being the cheapest  
of any medium published, considering circula-  
tion and influence. A number of the most suc-  
cessful adwriters have won fame and fortune  
through persistent use of this column. They  
began small and kept at it. You may do like-  
wise. Address orders, PRINTERS' INK, 10 Spruce  
St., New York.

**H**AVE you now under consideration the issuing  
of any new bit of advertising matter? Such  
for instance, as a little CATALOGUE, "BOOK,  
LET" or FOLDER or perchance a new circular  
to replace some former one that you perfectly  
well know was not "up to date." If I have hap-  
pened to diagnose your case correctly, why not  
write me concerning whatever it happens to be,  
and if you have anything that you would like  
bettered, why not slip a copy of it into your  
letter to me!

FRANCIS I. MAULE,  
402 Sansom Street, Philada.

No. 5.

**W**HAT'S the use of sending samples?  
If you give us an order we will not do it  
like anything else we ever did. It will be new,  
That's what you want. Those we have served  
once never ask to see things. They say this  
wise: "Spend so much for a folder, booklet or  
a mailing card." Sometimes they even say:  
"What shall we do?"

We advise.

L. H. SLAWSON & CO.,  
Advertising Men,  
Who write, plan, prepare and place,  
7 East 43d St.,  
New York, N. Y.

**At This Office, 10 Spruce Street, N. Y.**

## GEO. P. ROWELL &amp; CO. ADVERTISING BUREAU

keeps on file the Leading Daily and Weekly Papers and Monthly  
Magazines; is authorized to Receive and Forward advertisements  
at the same rate demanded by the publishers, and is at all times  
ready to exhibit copies and quote prices.

When you think  
of advertising  
think of us.

---

Advertising, to  
pay, must be far  
reaching and effective.

---

We have the facilities.

---

Try us.

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GEO. P. ROWELL & CO.

Advertising Agents,

10 SPRUCE ST., NEW YORK CITY.

# PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

**[37]** Issued every Wednesday. Ten cents a copy. Subscription price, five dollars a year in advance. Six dollars a hundred. No back numbers.

**[38]** Being printed from plates, it is always possible to issue a new edition of five hundred copies for \$30, or a larger number at the same rate.

**[39]** Publishers desiring to subscribe for *PRINTERS' INK* for the benefit of advg. patrons may, on application, obtain special confidential terms.

**[40]** If any person who has not paid for it is receiving *PRINTERS' INK* it is because some one has subscribed in his name. Every paper is stopped at the expiration of the time paid for.

## ADVERTISING RATES:

Classified advertisements 25 cents a line: six words to the line; pearl measure; display 50 cents a line; 15 lines to the inch. \$100 a page. Special position twenty-five per cent additional, if granted; discount, five per cent for cash with order.

OFFICES: NO. 10 SPRUCE ST.

London Agent, F.W. Sears, 50-52 Ludgate Hill, E.C.

NEW YORK, FEB. 12, 1902.

THE publication of the American Newspaper Directory for thirty-four years has been carried on at a cost of more than eight hundred thousand dollars. The advertiser who devotes an hour to carefully reading the rules and usages that prevail for the revisions of the book printed on pages 8, 9, 10 and 11 of the issue of December, 1901, will be impressed that the matter of ascertaining and stating facts about newspapers has been threshed over and over with the utmost thoroughness. To those familiar with the peculiar meaning set forth by certain marks explained on page 11, they tell an eloquent story.

THE higher the price at which a publication is sold the more that publication is worth, per thousand, to the advertiser.

\* \* \*

The higher the price the more closely will the actual sale approximate the number issued.

\* \* \*

The higher the price the longer the publication will be preserved.

THE lower the price at which a publication is sold the less that publication is worth, per thousand, to the advertiser.

\* \* \*

The lower the price the more widely will the actual sale fall below the number issued.

\* \* \*

The lower the price the shorter the time the publication will be preserved.

"THE only man who makes no mistakes is the man who never does anything."—President Roosevelt.

KNOWING what to say is the main thing.

IN adwriting it is easier to criticize than construct.

A GOOD display line suggests the subject-matter of the advertisement.

ADVERTISING is much like preaching—you have to keep at it to make any lasting impression.

It is said that one of the largest contracts of the Siegel-Cooper Company, of New York City, for 1902, is that made with the New York Times for half a page daily for one year.

CUTS or engravings should be used freely in advertising tools and machinery, always bearing in mind that a poor cut is like a caricature, and the best engravings are none too good and are the cheapest in the end.

No matter how well written, an ad will be almost or quite worthless if not placed in a good medium, while of course the size of space and position must be correct. To bring the best results the medium must have the largest (known) circulation among the class of people one desires to reach, with a reasonable advertising rate in proportion to size of circulation.

Nor enough stress is laid on having your employees thoroughly independent of you or their superiors, within certain lines. They should be able to handle all customers on their own judgment and without intervention. This is one of the evidences of a finely systematized business. In a large sense, nothing can be a better advertisement, impressing, perhaps unconsciously, the customer with respect for the splendid organization of the business.

THE idea that a high-class, conservative paper could not be published and sold for a cent at a profit in this city has been knocked into little bits by the New York Times.—*Newspaperdom*.



ORIGINALITY in advertising is greatly to be desired. But if you have to strain in order to be original, you had better leave out originality altogether.

THE advertising of any commodity really begins with its manufacture, even though it is not publicly exploited until many years after. For advertising is but a reflection of the commodity, more or less faithful. Upon its qualities must it stand or fall.

A CORRESPONDENT says: PRINTERS' INK, oldest of all the publications of its class, always alive to the needs of the trade, is now doing a most creditable work in sending out to special lines of trade big editions from time to time. All of its advertisers are thus benefited.

*Medical and Drug Advertiser*, published monthly by Lillard & Company, 108 Fulton street, New York, is a new PRINTERS' INK baby "devoted exclusively to the interests of advertisers in medical and drug journals." It's "daddy" trusts that in future issues he may get credit for all good things the baby abstracts.

It is the practice of PRINTERS' INK to mail marked copies to everybody who is mentioned in its columns. In pursuance of this rule, a copy was mailed last week to the Emperor of Germany. The Kaiser is a pastmaster in taking advantage of the value of publicity. The Little Schoolmaster can hardly fail to interest a man who, in his temperament and make-up, is more American than German or English.

It pays to make your advertisements good natured. Let them be a reflection of your own courtesy and cheerfulness. Business is your objective point, and you can win that more surely by putting your reader in good spirits than by not doing so. This does not necessarily mean that you must begin your advertisement with a joke, but rather by the exercise of the same tact which you would employ if you were face to face with him.

THE advertising agent has come to stay. In the past thirty years he has proved his value to the business world. He is as necessary as the lawyer or the bond or real-estate broker. He makes a work of learning what is best in newspapers and what is best in handling advertisements. He is a man of business sense and he applies it to best results. He rarely makes mistakes and he studies carefully the interests of his clients. Well does he earn the commission that is paid him.

THE Bankers' Finance Company, 37 Wall street, New York, uses four pages in the February *World's Work* for an admirable investment advertisement. It is practically a magazine article upon the resources of and conditions of Bolivia, written and illustrated to conform to the general make-up of the periodical in which it appears. As a piece of convincingly written publicity in a field that is, just at present, overrun with all manner of questionable "schemes," it is deserving of study.

THERE are few human beings who do not love definiteness, certainty, while almost everybody despises the uncertain, indefinite person. He is ranked low in the scale of humanity, and is the unsuccessful man—the man who can never be pinned down to a definite fact, figure or appointment. Upon this basic trait is built humanity's liking for truthful, full descriptions and plain prices. They give something tangible to go upon. The shifty, uncertain ad is ranked with the unreliable mortal.

THAT you have never advertised is no plea at all. The oldest, most conservative and dignified business house has a distinct advantage when it begins advertising. Its reputation cannot suffer if its publicity is in keeping with its business methods, while the use of advertising space shows that it has taken on new ideas and got new blood into its veins. The only kind of advertising that can possibly hurt any business is weak, ineffective advertising, which is not advertising at all.

It is asserted that the Cincinnati *Weekly Enquirer* has received during the past two years more than two hundred thousand subscriptions yearly by means of what is spoken of as their "Census and Election Contests."

A CORRESPONDENT says: "Seems to me that the advertising business—the actual, everyday, flesh-and-blood advertising business—is growing away from the advertising journals in certain directions. Not long ago the advertisers of the country were depending upon such journals for ideas, but within the past year there are many advertisers who lead them. I think, however, that the Little Schoolmaster follows actual advertising more closely and intelligently than any of his numerous progeny."

ANENT the wagers and counter-wagers now being made by the New York *Journal* and *World* to back their circulation claims: One who is an authority in such matters recently stated that the one instance in which any charity ever got actual money from an American newspaper as a forfeit in a circulation wrangle, was when the Chicago *Times-Herald* paid \$5,000 to charities designated by the Chicago *Tribune* about three years ago. Yet the sums which have been figured in similar affairs would easily run into millions.

JOHN A. HILL, principal owner of the *American Machinist*, and Horace M. Swetland, principal owner of *Power*, have completed negotiations by which Mr. Hill has bought the entire stock of the Power Publishing Company. It is understood that the consideration was about \$400,000. A new company is being formed which will own the property of both companies, and publish the two papers. The major part of the stock of the new company will be held by Mr. Hill, but the staff of the *American Machinist* and of *Power*—which will undoubtedly remain substantially unchanged—may participate in the ownership of the new company, as they do now in the old ones.—*Newspaperdom*.

A GOOD advertisement of a good article in a good medium is a large factor in making a good business.

No force will do more to introduce American products into foreign countries than advertising. Advertising gives them the introduction; merit does the rest.

BEGIN advertising upon a modest scale. Modesty is a real virtue in a novice. If you have an appropriation of a hundred dollars, spend five; if the appropriation is but ten dollars, do not let more than a dollar get away from you for the first ad—a dollar's worth of want liners or some neat window cards. One of the most successful agencies in New York gets new business by converting merchants who have never advertised, and the conversion is brought about by practical demonstration of what a five or ten-dollar bill will bring in the way of results. "The proof of the pudding is in chewing the string." Advertising that cannot be made to pay on a small scale is very likely to be advertising of the kind that will not pay at all. There are exceptions to this rule, of course, but not for the novice.

If a man has spent a million dollars building up the reputation of a certain article, it is to his advantage to keep up the quality of the material which enters into the manufacture of that article. His profit is large if he is honestly treated, and it would be suicide for him to use inferior material for the sake of a little extra money. The man who makes up an imitation article and announces it as "just as good" has no such sum at stake. He has invested nothing. He has no valuable name to ruin, and it is to his interest to make the "just as good" article just as cheap as he can make it. The buyer should remember these facts and put his confidence in that retailer who gives to the customer just what he asks for, treats the wholesaler honestly, and shows gratitude for the energy which builds up a successful business and makes the retailer prosperous.—*N. Y. Evening Journal*.

EVERY effort ought to be made by every citizen throughout the land to have the Government adopt the parcel post delivery system.

It has been thought that the *Indianapolis News* is the only daily newspaper in America that from the day of its establishment until to-day has published annually an accurate and definite statement of its circulation day by day, month by month and year by year.

THIS would seem to be the philosophy of advertising pictures as at present understood and practiced: When the article is one that can be illustrated it usually needs an illustration to explain it, and should have a clean cut, simple halftone that shows its merits beyond the possibility of miscomprehension. But when it is an article that cannot be illustrated—a cake of toilet soap, say—it is perfectly proper advertising practice to use a cut that illustrates the catchline, or even a halftone of a pretty woman or a child. As a rule, pictures are not advisable for ads that measure less than two or three inches, unless they can be made the main feature.

THE small folder is more attractive when it is sent through the mails without an envelope. Even large booklets are sent that way nowadays, having a third cover page to hold them together—or, failing that, a wire fastener. The purpose of the envelope is to hold several inclosures. Nothing more. The single folder of four or eight pages is not only easier to handle without an envelope, but is more certain of a reading when it is put upon the addressee's desk. It arrives "business side up" if it is properly designed. There is no outer wrapper to hide its catchline or beauty of printing. The enveloped folder is frequently tossed aside without investigation, but if the naked folder has any merit, that merit is apparent at a glance. The folder without an envelope is as attractive as a hatless woman at the theater—and there is as little reason for the envelope in its case as for the hat in hers.

PLAIN type, plain arguments, plain prices and plain honesty make up the plain road to advertising success.

THE medium whose "influence cannot be estimated" is very often in the same predicament regarding its circulation.

NOTHING is so destructive of an otherwise good advertisement as an attempt to score too many points. Rather give one strong argument, terse and convincing, than half a dozen. The latter, even if forcible, will be apt to nullify each other. This is a rule for general application. There are, of course, exceptions.

It is not advisable to depend altogether upon prices, even where your trade is of a decidedly low-price sort. Talk quality as well. "A little more money, perhaps, but—" is always a convincing argument. People take some pride in buying quality, and the quality reasoning builds up the reputation of the store and is reflected even in cheaper grades.

THE TOWN of Waseca, Minn., has a new kind of municipal advertisement. About a year ago the town authorities established a "rest room" in the business district for the convenience of visitors, farmers and shoppers. The novelty has attracted a large amount of outside trade to the stores of Waseca, and the total patronage for eight months was 1,465 persons, of whom 800 women and 246 children were from the country and 330 women and 79 children from Waseca. The room is open from nine in the morning until six in the evening, and the merchants of the town consider it so good an attraction that the authorities intend to continue it for another year. The idea is one that can be adopted either by municipalities or in individual stores. It costs little to maintain, the principal outlay being for an assistant, and is sure to be appreciated, for shopping is real work, even for men. Anything which makes it easier makes it more popular.

Ads are not only being reduced in size, but there is a steady increase in the number of advertisers who are getting astoundingly large results from a small list of mediums. Advertising is being done with more system and knowledge of mediums. The linotype, inexpensive engraving processes and other factors that have lessened the cost of publication have built up large circulations for many periodicals. Most of these go to some special class—women, men, children, farmers, business houses, professional people, and so on. In the days of few magazines it was necessary to go into newspapers and mediums that reached many people who were not necessary to an advertiser's business. Now, however, by wise selection of a half dozen or dozen mediums it is possible to cover the whole country in a way that reaches precisely the class that is most responsive. In fact, the problem is not so much a matter of choosing mediums as of knowing which to leave alone.

ONE of the most persistent "follow up" systems in New York is that used to keep track of members of and chance visitors to the Bible class conducted by John D. Rockefeller, Jr. Every young man who attends a meeting is put upon the books of the recording secretary, Robert A. Shaw, 11 West 45th street, and receives invitations at intervals of two weeks as long as there is any prospect of inducing him to attend another. About a year ago, a newspaper reporter, who was hunting "space stories," attended the class for the purpose of appraising the young millionaire at his "copy" value. He gave his name to the secretary, but not his address. Within a week this last had been secured through another channel, and though the newspaper man has lived at a half dozen localities since then, the "follow up" system has kept track of him lovingly. Its last bit of literature was a pressing invitation to come to a week-day social and hear Mark Twain, signed by Mr. Rockefeller himself.

MR. WM. P. SCOTT, JR., having resigned from the advertising management of the American Tobacco Company and the American Cigar Company, is now connected with the New York office of Pettingill & Company, 120 Broadway.

THE December summary of domestic trade movements of staple commodities, as made by the Treasury Bureau of Statistics, closes one of the most remarkable years in the history of the economic development of this country. The accumulation of surplus products at interior centers, their distribution toward the seaboard, and their withdrawal from domestic trade into the export movement are being subjected more completely to measurement year by year. The "Monthly Summary of Internal Commerce," issued by the Bureau of Statistics, shows that there have been extraordinary gains in most staples and losses in a few, but on the whole conspicuous gains over the preceding year.

USE extraneous matter in your folder or booklet—something that will interest the human beings that you are trying to reach. Never forget that you are trying to interest human beings, nor make any mistake about the especial class that you wish to talk to. Take up the scissors if you can do no better. Examine magazines or newspapers that are not widely circulated in your locality. Sometimes the very matter that you need will be found in a magazine that is twenty years old—has been printed and forgotten. Beware of copyrights. Clip a half column of health hints, some directions for cleaning gloves, a half dozen household "wrinkles" or some card rules. There are, approximately, ten thousand publications in the United States, each issue of any of which contains appropriate matter. When this matter is printed in clean brevity or long primer, with neat, bright titles and a few ornaments between paragraphs, it is fresh and attractive. Even though the reader has seen it he will be likely to keep it in a handy form. And along with it he keeps your ad.

THE *Scientific American* gets \$600 a page for its advertising space, not \$600 a year but \$600 a week, and some people think that trade and class papers do business for nothing almost.

MR. W. W. HALLOCK, the resident New York representative of the Kellogg Newspaper Lists, sends out about the most effective printed matter that is gotten up by any man alive who seeks thereby to influence advertising patronage. A sixteen-page leaflet, issued some time ago, illustrating what may be done for three months' advertising in 1,900 family weeklies in from two to fourteen lines of space at a cost of from \$211.25 to \$1,023.75, is so fascinating that PRINTERS' INK came near sending him an order offhand. If every man who has an advertising scheme had also Mr. Hallock's effective methods of presenting the brighter side advertisers would soon be ruined.

JANUARY 30 was "moving day" for *Collier's Weekly*, and the event was marked by an especially forceful single column ad which appeared in New York dailies of that date. This ad described the new *Collier* building vividly, and was especially rich in figures. In fact, the *Collier* method of "playing up" figures is most strenuous and telling, and will bear emulation. For example, there was need to say that the paper has a circulation of 300,000 weekly, so the *Collier* statistical sharp put the matter thus:

Four years ago, all the subscribers of *Collier's* were equal in number to the population of Portland, Maine. Today, if all *Collier's* subscribers lived in Wyoming, Nevada and Idaho, and every one of them came to New York at one time to see the new *Collier* plant, these three great Northwestern States, for the time being, would be depopulated.

The use of display space to print a story of business news seems distinctly good, for the public likes business news if it be entertaining. That is the main requirement, and the *Collier* brand of entertainment, as set forth in its advertising, is recommendable to all advertising entertainers. It will bear a great deal of study.

A GOOD advertisement is one that is set in type which he who runs may read. Too frequently one that is well written is spoiled by the compositor who fails to catch the leading words, or who uses types that are out of harmony with the theme. One may get up advertisements by the aid of an artist whose work pleases by its beauty. But where type alone is used too great care cannot be had in arranging it.

THERE are those who affect to teach that an advertisement writer has no need to trouble himself about grammar so long as he makes himself understood. Such a statement is subject decidedly to qualifications. The rules of grammar come of long usage and have the sanction of the best scholars of each succeeding generation. They should be understood by those who write, and those who follow them are least likely to be misunderstood.

WHEN Artemas Ward counsels toleration in dealing with "fake" publications, and points to his own good fortune in being cheated by but six papers in ten thousand, he doubtless forgets that he is one of the most astute advertising men in the United States. The worthless medium need never worry an experienced advertising man, but the burden which it puts upon honest mediums is a very heavy one. The "fake" depends almost wholly upon new advertisers for its patronage. It carries the ads of thousands of small merchants who have been induced to give publicity a trial, and who go into almost any medium that offers. The utter worthlessness of the "fake" medium precludes any return for money spent upon it, and there is no doubt whatever but many an enthusiastic beginner has been driven back after a short spurt along the path that, had he used reliable mediums, would have led him into the real field of profitable publicity. The publisher of a worthless medium does incalculable damage among those who have been led to the point of using a few trial ads, and to every honest medium everywhere.

## SEVENTH SUGAR BOWL.



A seventh award will be made within the next few months to the agricultural paper, weekly, semi-monthly, monthly or however issued, that better serves its purpose than any other as an educator and counsellor for our agricultural population, and best serves as an economical medium for communicating with that class through its advertising columns and on the fairest terms, price and value considered.

As there are over five hundred agricultural papers in the country, including dairy, horticulture, floriculture, drainage and irrigation, live stock and horse publications, a lively competition for the prize offered might be expected. Many of these papers have probably just claims to many points of superiority, and it should not be difficult to present these points in short, terse articles. Of course, the bowl can only be awarded to one paper—the best of all.

## "MEEHANS MONTHLY,"

Devoted to Wild Flowers and General Gardening. Issued Monthly.

Terms, \$2.00 Per Year in Advance.  
Published by Thos. Meehan & Sons.  
GERMANTOWN, Phila., Feb. 1, 1902.

## Editor of PRINTERS' INK:

A copy of our February number is mailed to you with this. You can see that it contains quite a nice line of high class horticultural advertising.

You will also notice that this advertising is well set and placed and that it generally is of a higher order than the usual run of this particular class of advertising has been in the past.

It seems to us that horticultural advertising is catching up to that in other lines of trade and that publications like PRINTERS' INK are exerting an influence which is bringing this to pass.

On account of the character of the circulation of *Meehans' Monthly*—it largely reaches the wealthy and intelligent owners of fine country homes—it is not only adapted for horticultural advertisers but for any business offering high grade goods as well.

Yours very truly,

THOMAS MEEHAN & SONS.

From elsewhere the following information is obtained regarding the publication above referred to:

Concise, crisp, entertaining articles of interest to every garden owner, every

lover of horticulture or nature—*Meehans' Monthly* is full of them. Not too technical, not dull; but bright, valuable, practical and instructive to the amateur as well as the expert.

Well edited and finely illustrated. It tells how to secure prettier and more attractive grounds, gives principles making success certain in landscape or horticultural work. All subjects are treated in a masterly manner, and in a fascinating style well calculated to create a greater love for nature and her beauties. It is full of flower lore.

A SELF-CONSTITUTED religious advertising medium, named William Day, died recently in London. He had special permission from Scotland Yard to wear a hat upon which was inscribed the legend, in gold letters, "Prepare to meet thy God." His circulation was confined to the Strand during the hours when people were leaving the theaters.

In the belief that it will facilitate trade of a certain class, Congressman Cummings, of New York, introduces a bill in the House providing for a two-and-a-half-cent coin. Whereupon Mr. Munsey's *Daily News* asks W. H. Cooper, of the Seigel-Cooper Company, for an expert opinion. "Five yards of goods at two and a half cents could be exactly paid for with the proposed coin," says the latter. "At present there must be a sale of an extra yard or the loss of a half cent on one side or the other. Now, an odd phase in the character of a shopper is that she is much more likely to purchase extra goods than lose the fraction. When a woman is on a hunt for bargains a half cent assumes an importance it never knows on ordinary occasions. An issue of these coins would be of more advantage to buyer than seller. But they would be a nuisance. All small coins are. It is not at all likely they would ever drive the useful penny out of business. They would simply mean handling more coins—heavy coins at that, as their composition must be either of copper or alloy. There are other sales which merchants would lose. Goods at twelve and a half cents a yard nearly always mean the sale of two yards, where one only is required. It's the same big half cent again."



## A POSTAL CURRENCY PLAN.

The following scheme for a fractional postal currency was to have been outlined at the recent Convention of General Advertisers by C. W. Post, of the Postum Cereal Company, but was omitted for lack of time. The article is condensed from Mr. Post's notes.

A postal currency bill now before Congress provides that all one, two and five dollar bills that come back to the United States Treasury be destroyed and new bills issued in their stead. The face of the new issue is to have a blank space in which may be written the name of a payee, his address and his receipt, as well as a space for a two-cent postage stamp, to be cancelled with the sender's signature, and to stand for a fee which will cover the cost of a new bill. On the back of the bill will be blanks for the signature and address of the sender, with room for one indorsement. These bills are designed to pass from hand to hand as ordinary currency. When the holder of one of them wishes to transform a bill into a check upon the United States Treasury, he fills in the various blanks, thus destroying its value as common currency, and making a check that can be safely sent through the mails. They are cashed after the manner of checks or postal notes, by either banks or the postoffice. If a mistake is made in turning the bill into a check it can be exchanged for a new one at any postoffice upon payment of a fee of two cents. In addition to these larger bills the measure before Congress provides for the issue of \$75,000,000 in fractional currency of five, ten, fifteen, twenty-five and fifty cent notes, of a size suitable to lie flat in an ordinary pocketbook. These bills, in the form of checks, will ultimately reach the General Postoffice and Treasury Departments, where they will be replaced.

It is estimated, from carefully computed statistics furnished by the Postoffice Department, that the use of a postal currency with a largely reduced fee will greatly

increase the volume of mail transactions as well as the Government income. Rural delivery has furnished the farmer with means of getting periodicals and light merchandise with the maximum of convenience, and the signs point to a time when a parcels post will still further accommodate him in this wise. But when he wishes to send money by mail he is at a loss for a practical, convenient method. But one postoffice in three issues money orders, while it is often necessary for him to spend one or two dollars' worth of valuable time in going to offices where money orders are issued. He seldom has stamps enough to make a considerable remittance, coin and bank notes cannot be sent safely, and the collection fee upon a small check entails a burden upon the house which receives it or involves both parties to a trivial transaction in wasteful correspondence. Investigation of the contents of letters received at the dead letter office shows that only about one in fifteen contain money orders, and that the public sends coin, stamps, bills, checks, and invents all manner of means for transmitting currency, rather than go to the trouble and expense of securing money orders.

The system proposed will bring no personal gain to its projectors. It is patented, but the patent is to be assigned to the United States Government without charge of any sort. It will save upwards of \$700,000 now paid out in commissions to postmasters. No change is to be made in the financial system of the Government, and it is estimated that the two and one half billions of mail order business now transacted through the mails will be wonderfully increased.

### ORIGINALITY.

Originality is one of the qualifications necessary to ultimate success. This is especially true in the advertising world. Originality is a broad term, and it can be brought into profitable play in an almost unlimited field and in diversified forms.

In advertising this quality is made apparent in different ways, bringing into play the products of thousands of brains, each brain having a kink therein different from all others. Originality is simply a brain kink.—*Business.*



## GENERAL ADVERTISERS' CONVENTION.

About seventy-five general advertisers were present at the first day's session of the Convention, held under the auspices of the Association of American Advertisers, at Delmonico's, New York, January 29 and 30. The object of the meeting was to discuss questions in which, it is believed, publishers and advertisers are mutually interested. The Board of Control had contemplated excluding all but advertisers, not because a secret meeting was desired, but because the time for actual business was limited. Later, however, it was decided to open the Convention to all who wished to attend, and several publishers and agents were present and took part in the proceedings.

President C. W. Post was elected permanent chairman without dissent, and briefly explained the purposes of the Convention. Certain abuses exist and must be diagnosed and treated. If any one present had an opinion or suggestion he should speak out. There was no likelihood of anybody dropping dead, nor of other dreadful things resulting, even though a speaker were radical.

The first question upon the printed programme, "To What Extent is Circulation a Basis of Value?" was discussed by Dr. V. Mott Pierce and James T. Wetherald. The former thought that the question had no negative side—that known circulation was the only basis upon which advertisers could make plans. When the bare figures were in hand it did not need a Sherlock Holmes to determine quality or character. The work of the Association thus far had been of incalculable value to the Pierce Company, and the Doctor thought that when it had progressed further it would be entirely practicable for a general advertiser to use only mediums that could stand up under the Association's examination. Mr. Wetherald thought that circulation—"the biggest word in advertising"—could only be defined as "the number of papers sold and read." In-

creased cost of paper tended to prune down uncirculated copies, but there were still ways by which unsold papers could be made to pay the cost of printing, and figures needed reduction to the point where each copy represented a reader.

"Do Combinations of Publishers Advance Rates without Corresponding Increase of Service?" was the subject of a paper by F. W. Schumacher, who found that, while there was a general tendency to advance rates owing to the pronounced "bull sentiment" of the entire country, actual combinations were of minor importance. As for general combinations upon a large scale, they could hardly be brought about, owing to the fierce rivalry between newspapers in important communities. He held that increased circulation did not necessarily warrant an advance in rates until proved by a year or two of stability. He thought that subscribers were much more profitable to the advertiser than occasional readers, and looked for the day when a column of live news would be banked around each half column of advertising.

Stephen Britton, discussing means of verifying circulation claims, suggested that advertisers would do well to use no mediums that do not furnish satisfactory statements upon which an advertiser may properly rely. George A. Priest and Bert M. Moses discussed the relations of agents and advertisers, and other papers were read and commented upon.

The most definite result of the first day's proceedings was the following resolution, presented by Frederick L. Perine, vice-president, and unanimously passed by the Convention:

"It is the sense of this Convention that the labor expended and the statistics obtained by the publisher of the American Newspaper Directory during the thirty-four years of its existence have been invaluable to advertisers. Although their definition of circulation, which is the number of copies printed and not the more exhaustive and satisfactory definition recognized by this Convention, which requires a knowledge of the net paid circulation and its distribution, still it is believed that this Directory, more than any other, has

kept before advertisers the fact that a correct knowledge of circulation is essential to the successful advertiser."

At the dinner, held at Delmonico's in the evening, about 125 advertisers, agents and publishers were present. Artemas Ward was toastmaster, and won much praise for his happy and judicious manner. Speeches were made by Edward P. Call, of the *New York Post*, Conde Nast, of *Collier's*, Walter H. Page, editor of *World's Work*, Robert C. Ogden, George P. Rowell, Charles T. Root, Lucien C. Warner and others.

There was a somewhat smaller attendance at the second day's session. Artemas Ward began with "acquiring and spreading knowledge concerning 'fake' publications and dishonest distributors" as his topic. He took up the subject in a spirit of charity. The dishonest publisher, he thought, was becoming a sort of Chinese dragon to advertisers, and got altogether too much attention. Any advertiser of decent judgment knew a "fake" at a glance. For himself, he had used 10,000 papers in the past few years, and only six had cheated him. Had he taken pains to detect these six he would have had little energy left to transact other business. Nor did he find it politic to annihilate publishers or distributors who were caught cheating. In fact, he confessed to having made considerable money by dealing tolerantly with erring ones.

Frederick L. Perine thought that the criminal classes of the advertising world ought to be measured by the Bertillon system, and suggested that effort be made to establish departments of publicity in the Government of each State, which would punish dishonest distributors, suppress indecent advertising and act as censor over all that is bad in publicity.

When Mr. Perine had finished, the real opinion and spirit of the Convention, which had been uncertain and wavering the first day, came out strongly. Newspapers were the advertisers' closest friends, and should not be antagonized. A small minority favored combinations of large advertisers, but the majority unmistakably fa-

vored closer relations with publishers.

George P. Rowell thought that the Association's progress thus far was something to be proud of—that it had been slow, but safe. He counseled moderation and a continuation of investigations of circulations. In this work the best papers would be found the best friends of the Association.

At the business meeting the following officers were elected:

President, C. W. Post, Postum Cereal Company, Battle Creek, Mich.; vice-president, V. Mott Pierce, World's Dispensary Medical Association, Buffalo, N. Y.; secretary, R. McKean Jones, Wyckoff, Seamans & Benedict, New York; treasurer, L. H. Soule, Bon Ami Company, New York. Board of Control, one year: W. Atlee Burpee, W. Atlee Burpee & Company, Philadelphia; J. N. Jaros, Mariani & Company, New York; Emery Mapes, Cream of Wheat Company, Minneapolis; F. E. Thompson, Moxie Nerve Food Company, Boston. Board of Control, two years: James T. Wetherald, Lydia E. Pinkham Medicine Company, Lynn, Mass.; Frederick L. Perine, Hall & Ruckel, New York; George A. Priest, Singer Manufacturing Company, New York; Stephen Britton, Abbey Effervescent Salt Company, New York; and the officers.

Chairman Post said that the proceedings of the Convention in full would be printed as soon as possible, and that advertisers who were interested in the work could obtain copies by addressing the Secretary of the Association, T. E. Crossman, 1829 Park Row Building, New York.

JAS. H. COLLINS.

DENTIST'S AD ILLUSTRATED.



TEETH INSERTED FREE OF CHARGE.

# AD COMPETITION

## 100 '50 '25

### PRINTERS' INK 1902

#### SIXTH WEEK.

In the 1902 PRINTERS' INK ad competition twenty-seven competing advertisements were received in time for consideration and report in this issue of the Little Schoolmaster. Of these, the one reproduced on the opposite page is thought to be the best submitted during the respective week.

This advertisement was constructed by M. V. Woodcox, of McComb, O., and it appeared in the McComb (O.) *Record* of Jan. 31, 1902.

In accordance with the original offer, a coupon entitling the holder to a paid-in-advance subscription to PRINTERS' INK, good for one year from date of presentation, was sent to Mr. Woodcox when the marked copy of the paper was received. Two additional coupons, one to Mr. Woodcox and one to the advertising manager of the *Record*, were sent in accordance with the terms of the competition when a selection of the best ad for the sixth week had been made.

Mr. Woodcox's advertisement will now be placed on file, and it will have further consideration later on, as specifically provided in the regulations which govern the contest.

Each of the twenty-six unsuccessful competitors for the honors of the sixth week received a coupon good for one year's subscription to PRINTERS' INK, as a partial consideration for their efforts in accordance with the terms of the contest.

Adwriters everywhere will be interested in the progress of this competition and in taking note of the genius and ability exhibited by the adsmiths, amateur or profes-

sional, who take a part. An opportunity is thereby offered to bright men to obtain an amount and quality of publicity which money could not be easily made to buy.

Amateur adsmiths will not fail to appreciate that the competition offers a rare opportunity to have their successful work passed upon, not only by the Little Schoolmaster in the Art of Advertising, but by all his pupils everywhere, and the class includes the successful advertisers of the civilized world.

The ads which the competition for 1902 calls for need not necessarily be display ads—they may be short essays if one so prefers, published as provided in the conditions set forth elsewhere in this issue.

No one is barred from competing. Ad experts, editors, printers, business people, especially young men, are expected to compete. Mere wording and fine writing may have much less show than the rugged, homely expression of the less literary talent. What is wanted are true, strong, virile statements of facts. The principal fact to be emphasized is why a business man, especially a young business man, should read PRINTERS' INK.

#### BRIGHT PROSPECTS.

Our population is constantly growing; business through the mails is on the increase. With free rural delivery established firmly, and parcels post being thoroughly agitated through all the avenues of publicity, and sure to be an accepted condition in the near future, the volume of mail matter will reach the point where the receipts and expenditure of the Postoffice Department will be on a parity, and a deficiency no longer confront the powers. Then will there be a high tide for the sometime too much despised mail order advertiser.

# ..Success..

The truth of the old adage, "There is nothing succeeds like success" has been proved true by experience.

The great **success** achieved by our mammoth mercantile and manufacturing establishments is the result of **publicity**, in a word, **judicious advertising** has for these men achieved **success**.

The ablest exponent of successful advertising is known as

## "Printers' Ink."

### The Little Schoolmaster in the Art of Advertising.

You should read it because—

It gives in detail the experiences of successful advertisers.

It gives the causes of failure in others, and thereby lessons may be learned.

It gives suggestions, gathered from ripe experience, that may be worth thousands of dollars to you.

It is instructive and thought producing.

It has aided many a young man on to fortune, and enabled the older business man to greatly increase his business.

It gives all the good things printed.

It contains in each issue more matter of value than many times its cost, and many numbers are worth far more than the whole year's subscription price.

It wins its way into the affections of its readers by its plain, sensible way of dealing with all questions pertaining to advertising publicity.

It is published every Wednesday, and comes to you 52 times a year for \$5.00—10 cents a copy.

Address, with check,

**GEO. P. ROWELL & CO.,**  
**10 Spruce St., New York.**

# Printers' Ink Competition for 1902.

**1** The adsmith desiring to compete shall prepare an advertisement, such as he believes is calculated to influence the reader of it to become possessed with a desire to subscribe for and read **PRINTERS' INK**—The Little Schoolmaster in the Art of Advertising.

**2** When he has prepared his advertisement he shall cause it to be inserted in some newspaper. It does not matter in what paper or periodical it appears, who owns it, or what its circulation or influence, the only point insisted upon is that the adsmith who prepares the advertisement shall cause it to be inserted in a newspaper or periodical of some sort.

**3** When the advertisement has appeared as above specified, the adsmith competing shall send by mail a marked copy of the periodical in which he has caused the advertisement to appear, said copy to be addressed simply **PRINTERS' INK**, No. 10 Spruce Street, New York.

**4** The adsmith shall also cut out a copy of the advertisement prepared by him, and inserted as above specified, and shall send the same in a sealed envelope, under letter postage, addressed to the editor of **PRINTERS' INK**, together with his own name and address, and the name and date of issue of the paper or periodical in which the advertisement has appeared.

**5** The editor of **PRINTERS' INK** will on his part receive the advertisements and papers sent as above and take due note of each.

**6** In acknowledgment of and partial payment for such advertisement so submitted, a coupon shall be sent to the adsmith by return mail good for a copy of **PRINTERS' INK**, to be sent for one year to any person whose name is written across the back of the coupon when returned for redemption.

**7** Every week the best advertisement that has been submitted up to the date of going to press will be reproduced in **PRINTERS' INK** for that date, together with the name of the adsmith by whom it was prepared. The name and date of the paper in which it appeared will also be stated, and two additional coupons, each good for a year's paid in advance subscription to **PRINTERS' INK** will then be mailed, one to the adsmith and the other to the advertising manager of the paper in which the advertisement had insertion. These additional coupons can be used as presents to some one likely to appreciate and be benefited by the weekly teachings of The Little Schoolmaster in the Art of Advertising.

**8** In the issue of **PRINTERS' INK** for the week following, a second advertisement will be produced, being the best one sent in since the previous selection was made, and another in issue of **PRINTERS' INK** that follows, and so on until the competition is closed, and with the appearance of each of these issues, two additional coupons will be duly forwarded, each good for a year's subscription to **PRINTERS' INK**, to any address written on the back of the coupon when returned for redemption, one coupon being for the disposal of the writer of the advertisement

for that week and the other for the business manager of the paper or periodical in which it appeared.

**9** Whenever it is thought that the competition has proceeded far enough, and in any event not later than in December, 1902, there will be published in **PRINTERS' INK** the names and addresses of every adsmith who has been so fortunate as to produce an advertisement that has been thought superior to any other sent in during any single week, and from among these there shall be chosen the twelve whose advertisements are thought to be superior to each and all of the others submitted, and thereupon the twelve will be asked to supply each a photograph of himself, from which it will be possible for The Little Schoolmaster to have made half-tone portraits for reproduction in **PRINTERS' INK**, and on the week following there will be reproduced reduced fac-similes of the twelve advertisements thought most deserving, and from among the twelve three will be selected, those which are thought more deserving than either of the other nine, and to the constructors of these three will be paid over cash prizes as follows:

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**\$100** to the adsmith who produced the ad that is deemed the best of all.

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**\$50** to the adsmith who produced the ad that is second in merit.

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**\$25** to the adsmith who produced the ad that is third in merit.

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**10** Of the twelve papers or periodicals in which these best twelve advertisements appeared, the six that are credited with the largest circulation in the latest issue of the American Newspaper Directory shall each be entitled to the free insertion of a full-page advertisement in **PRINTERS' INK**, for which the net cash price is one hundred dollars, said page advertising to be used when wanted within six months after the awards have been announced.

**11** Every adsmith will make up his advertisement in his own way, and give it such space and display as fairly represents \$5, the price of a year's subscription to **PRINTERS' INK**, for every competitor will be entitled to a year's subscription to **PRINTERS' INK**, as part pay for his advertisement, even if he fails to secure one of the cash prizes.

**12** There is no limit to the number of times that may be essayed by one adsmith. He may, if he chooses, make a new trial every week while the competition is open. Should one man construct all of the three advertisements that surpass the others in merit, there is no condition of the contest that would forbid the giving of all three prizes to one man.

# ALL NEW YORK IS SMOKING—



## THE CREMO 5¢ CIGAR.

AGENTS, MERRILL, & CONDT, AND METROPOLITAN TOBACCO CO., DISTRIBUTORS

AN EFFECTIVE CIGAR AD. "TAKEN FROM THE N. Y. "EVENING SUN."

### OF SUCH IS THE KINGDOM OF ADVERTISING.

Continued employment in the service of others, in many instances, tends to cripple native capacity. Men and women do not reach their highest development under restraint. There must be freedom before one's life blossoms out into its greatest power and beauty. Have you never noticed how a clerk, or some one who has been working for years for others, improves and expands—how his powers unfold, how he grows—when he goes into business for himself?

If, as is usually the case, he has little or no capital to begin with, a young man who starts on his own account is constantly being called upon to exercise his judgment, his executive ability, his power to forecast events. Every faculty is on the alert. Every resource is taxed to its utmost to bring about the best results.

Business is a great educator. It de-

velops forethought and self-sufficiency. A young man cannot lean upon others when he is conducting his own business. There must be no more walking on crutches. He must stand upright, be self-sustaining, self-dependent, or sink back into his former subordinate position.—*Success.*

### SCIENCE AND CIRCULATIONS.

By experimenting with his invention, which he calls a "muscle bed," Dr. William G. Anderson, of Yale, has arrived at the conclusion that the mind controls the body. The doctor is correct. Without the exercise of much mind the circulation of a paper wouldn't amount to—well, to anything at all, in fact.—*New York Telegram.*

NEVER throw up a good position hastily because of fancied wrongs—wait until you can step into a better one.—*The Advisor,*

## WITH BRAINS ONLY.

What are the chances for the young man "with nothing but brains"?

Let us see about that. It strikes me that the young man with nothing but brains has an immense advantage over the young man with nothing but money.

The late Philip D. Armour once told me that he did not give his sons a dollar's worth of stock in his immense business until they had satisfied him that they could "make sausage." This was the great packer's homely way of saying that he did not take his sons into the firm until they had shown business capacity and industry. But not many rich men in this country follow the example set by the founder of the great house of Armour. The young man with nothing but brains has nothing to lose. What to do with a patrimony of \$100,000 does not bother him or keep him awake at night. The young man with \$100,000 will soon realize that this is too small a sum to risk in business in an age of combines, when all productive and mercantile enterprises are conducted upon a scale of great magnitude. Manufacturing is certainly out of the question; and if he wants to embark in a mercantile pursuit he must go to a small town that is not yet invaded by a mammoth department store selling everything from a tack-hammer to "store teeth."

But the young man with nothing but brains is not confronted by such perplexities. There is no "trust" in brains. It may be possible to corner the wheat crop or control the yearly output of corn starch; but you cannot corner the crop of ideas. If the young man looks about him and studies the situation, he will quickly learn that the age of combinations is also the age of brains.

It is true that the learned professions, such as law, medicine and theology, are open to him; but these are overcrowded. There are not enough patients to go around. As for law, the Legislatures of the different States cannot grind out enough ambiguous statutes to

keep the lawyers busy. The few laws now put upon the statute books are so clear and lucid that the ambitious young attorney has no chance whatever. Moreover, the tendency of the people is away from litigation. Men are more inclined to settle their differences out of court. Again, there is less demand for theologians. The people are coming to regard theology as a man-made substitute for simple, practical Christianity; a heritage of profound thinking and scholarship, it is true, but too deep for the common understanding. There is more practical, every-day Christianity than there ever was, but less theology.

Journalism, of the kind that does not completely efface the writer's personality and that encourages individuality of style and freedom of utterance, still offers an attractive field for the young man with nothing but brains. The journalism of the future must be a journalism in which the public may connect the statements of editors and reporters with some personality that stands for knowledge and common honesty. No other kind of journalism will attract the serious attention of ambitious men.

The federal service certainly offers no attractions to the young man with nothing but brains. Perhaps in no other department of human activity can there be found such amazing mediocrity and inefficiency as here. Character and brains count for nothing.

Literary and clerical pursuits are being rapidly invaded by women. The time is past when a desk-man can hope to earn enough salary to support a family. In fact, desk-work of the purely clerical or routine kind can no longer satisfy the man of energy and ambition.

It ought to be very plain, it seems to me, that the greatest opportunity for the young man with nothing but brains lies in fitting himself for an important place in the great distributing machinery brought into existence by the era of combines. He must contribute something to the twentieth century crop of ideas. The era of expan-



sion which the politicians are talking about carries with it an expansion of the market for ideas, an expansion beyond the dreams of the generations of yesterday. It is to be a battle of ideas; and the man who has none will have to "go way back and sit down" with the typewriter girl, or the telegraph operators, or some one else who does nothing but handle other people's ideas. The man with ideas will occupy the center of the stage, and the lime-light of public interest and thought will be turned upon him more than ever before in our history.

For what are the objects of industrial combination? To cheapen the cost of production and distribution.

The other primary object of combination is to cheapen the cost of distribution. Costly and out-of-date methods of putting goods upon the market and finding purchasers for them are being abandoned. The most expensive wheel in the machinery of distribution and the first to be discarded has been the "drummer." In certain lines of production he is still employed to some extent; but it is a self-evident economic proposition that the consolidation of small plants into larger ones must cut into the ranks of the great army of travelling trade solicitors, and that if the tendency toward concentration in all lines continues the drummer will soon be as extinct as the dodo. He is a relic of the days of wasteful competition. Under the new system the producer will talk to thousands at a time instead of employing a drummer to talk to each person individually. How is he going to do it? Through the printed catalogue, the artistic booklet, the attractive poster, the pages of the magazines and weekly periodicals, the columns of the daily press, and the thousands of ingenious and unique devices for catching the public eye, designed by the brightest and cleverest minds in this country.

Who will furnish the ideas for this new and vast twentieth century system of publicity? Surely here is the golden harvest for the

young man with nothing but brains. Here is a field for any one with original ideas. No compiler, collator or purveyor of other people's ideas can participate in this contest. The competition is keen and strenuous. The producer who is investing a million in advertising will scent a mildewed idea from afar. He will have none of it. What he buys must drop clean-milled, new and bright from the mint of genius. It must have the ring of the pure metal, with no "dull thud" business about it.

It is true that the profession of advertising has always engaged the talent and energy of some of the brightest minds in the land; but the work of the past-masters in publicity will seem small and commonplace compared with what will be demanded by the era of industrial combination and trade expansion upon which we are now entering. Thousands of "good things" are slumbering in the intellects of men—mechanical inventions, chemical compounds, toys for children, foods for invalids, remedies for diseases, appliances for contributing to the luxuries and comforts of life.

Humanity will wear more shoes and farmers will use more wagons in 1902 than ever before in the history of the race; but the man who has a million invested in the manufacture of shoes or wagons can do little in the coming years without the genius of publicity. He must call to his aid the men of ideas, the men who are masters of the art of presenting forcefully and effectively to the millions of consumers the merits of a particular commodity.—*Condensed from an article of Truman A. De Weese, in February Forum.*

#### SHUN THE LIAR.

Naturally the world suspects the very worst of him who strives to conceal, so that there is even no temptation to a course of that character. The liar deludes himself into the belief that by suppressing the truth or distorting it, he will advance his interest. If he can hoodwink his victim, some benefit may accrue to himself. Experience has taught how precarious such a course is at best, and how in the end the liar is almost inevitably worsted. The prospect for the mail order publisher who maps out a tortuous policy is little more reassuring.

## BANK ADVERTISING.

*By Royal Minton Stickie, News Editor The Financier, N. Y.*

There are banks, many of them, with men at the head who think it would be undignified to advertise their institutions, yet they wonder why it is that the deposit line of their neighbor bank increases so rapidly while the growth in their own institution is hardly perceptible.

The reason is plainly apparent to the up-to-date banker who sees the bank as it is, a business house pure and simple, in business for the purpose of making money, which it can do only with the aid of other people's money, to get which it must keep the name and standing of the institution before the public.

Like all advertisements, the announcement of a bank should be plain and contain only those facts that will appeal to the prospective customer—the man with capital.

There are two kinds of advertising for a bank, both entirely different. There is the advertisement in the financial publication which is for the eye of the banker who is looking for a correspondent in another city or town or who has checks drawn on certain sections which he wishes to send to an institution in that locality for collection. He scans the advertising columns of his favorite journal, and the card of a certain bank pleasing him, he looks up the standing of the bank, and, probably, sends it his business. In buying space in this kind of paper the bank official should not be stingy, for the banker, as he should know, is a busy man, and the larger advertisement is sure to attract him. In writing this class of advertisement the writer should bear in mind that the most important part of his announcement must be the name of the city or town in which his institution is located, and this should be in as large, if not larger, type than the name of the bank. The reason for this lies in the fact that there are hundreds of banks doing business, for instance, under the name of "The First National Bank," while

there is but one "First National" in each city or town. In this style of advertisement the capital, surplus and profits should be given and the amount of deposits carried. If a prominent financier is at the head of the institution it is also well to give his name and those of the other officers. The body of the advertisement can be left standing for months, but where the figures are given they should be changed at each statement issued in accordance with the call of the Comptroller of the Currency. These calls are issued at various times—there being five according to law—each year.

The other class of bank advertising is the card in the local or home paper in the bank. This class needs more attention than the other, and should be carefully watched. It must be remembered that different customers are procured in different ways. For instance, the large corporation or capitalist will want to bank with the institution which has the largest capital, as he will probably wish to borrow at times, and a bank is not allowed to loan to one person or corporation an amount exceeding ten per cent of its capital. It is therefore necessary to display the capital in large type when after that kind of business. Then there is the small merchant who wishes to open a banking account simply for the purpose of being able to pay his bills with checks. This customer can be procured with a very plain announcement, while the man with idle funds who wishes to place his money where he can get the most interest looks for the interest rate in the advertisement. Then there is the woman who wants to have a little privacy in which to do her banking, and as these accounts are profitable to the bank it is well to advertise the woman's department extensively.

In conclusion would say that all banks should advertise, but this department should be placed in the hands of a careful man, who knows the banking business thoroughly, and can, therefore, place the announcement before the public in a plain but forcible light.

## CHURCH AND SUNDAY SCHOOL ADVERTISING.

Will M. Maupin, president of the Nebraska State Press Association, was asked to state his views on the above topics in the January issue of the *Omaha Christian*. Mr. Maupin writes:

The most successful business men are those who advertise largely and judiciously. Church and Sunday school work is God's business. If proper advertising profits man's business, why will it not profit God's business? If newspaper advertising will call the attention of men and women to bargains in dry goods and clothing, why not use the same methods to call the attention of men and women to the Greater Bargain wherein it is said if they give their all to Jesus He will save?

I believe it would be profitable to every church to advertise—not as seekers after charity asking publicity because it is church work, but as those having a great bargain to offer to the world. Contract for a certain amount of space in the leading newspapers, and fill that space with attractive matter calculated to call attention to the services. If possible use the billboards. Why allow the devil to use all the agencies for attracting the attention of men? He uses the billboards to attract to the lewd theatrical performance, the beer garden and the dance. He uses the columns of the newspapers to attract attention to rum and tobacco. Why should not the servants of God meet Satan on his own ground and turn his weapons against him? As a church the disciples could capture the world if our plea could be brought to the attention of all men. How shall we get their attention? We have tried about everything save newspaper and billboard advertising. Let us try that. Good advertising will sell a poor article; poor advertising will not sell a good article. We have a good article to offer the public. Let us advertise it where it will be seen of all men.

It is my firm conviction that an advertising fund of \$250 would be the best investment that the First Church or the North Side Church could make. What we need is publicity. We need not expect more of this than other churches get if we persist in asking for it without offering to pay for it. Just now we need more of it. Then let us act like wise business man and pay for it.

If I were made financial manager of the North Side Church to-morrow and assured of \$2,000 to pay church expenses, I would unhesitatingly appropriate \$500 of it for advertising. I would engage the services of some expert advertising man, like J. M. Campbell, of the Cudahy Packing Company, and pay him a reasonable commission to design our advertisements and place them to the best advantage. I believe it would result in doubling the church membership, trebling the church income, and quadrupling the church influence. I know that advertising pays men who have goods to sell. And I am

equally positive that it would pay the church that has a plain and simple plea to give away to the end that man be saved from his sins. I am planning and praying for an opportunity to put my ideas of church advertising into practice.

It so happens that I am a newspaper man, and for that reason I was made chairman of the press committee of our 1902 convention. It was thought that my experience would enable me to secure publicity for that convention. Now, if advertising will make the convention a success, why will not similar advertising make church work a success? We need better business methods in our church work. We have too much of haphazard methods. Let us get down to business. But the advertising I speak of must be supplemental to the greater advertising that a church secures through an earnest, consecrated, industrious membership.

### THE NEXT BEST.

Not every merchant or business man is in a position to secure the very best of stationery, but there is one thing every one can do; if you cannot get the best example of lithograph work or printing that can be done, you can have your name, business and address printed in a neat, plain, Gothic type in the upper left-hand corner of your stationery.

In some respects this makes about the best letter-head that can be made, as its simplicity and dignity never fail to make the right sort of impression. Its plainness and lack of ostentation carry the inference that there is something behind it besides hot air.—*Good Advertising.*



"NONE OF OUR CUSTOMERS HAS EVER COMPLAINED."

## THE PRACTICE OF TYPOGRAPHY.

Under the above general title Mr. Theodore L. De Vinne, the "dean of American printers," has published (Century Company, New York) two books upon the mechanics and technique of typography which will put an advertising man in possession of much knowledge that is necessary in his daily work.

The title of the first, "Plain Printing Types," is unfortunate, for it gives the impression that the volume is merely a type specimen book. In reality it is an interesting resume of the history, characteristics and uses of all types since their invention. Beginning with an account of the processes by which types are cast, it treats of the relative wearing merits of the styles in use to-day, gives specimens of practically all faces, ancient and modern, explains the point system, tells of old faces that have been revived and of some modern ones that have been relegated to the "hell box," explains why faces that are attractive in one book are repelling in others, and treats the whole subject in an entertaining way.

In the other volume, "Correct Composition," Mr. De Vinne treats writing, typesetting and book-printing with regard to both their mechanical and their esthetic sides. Composition is taken up from the stand-points of author, printer and reader. Sensible, "advanced" rules for spelling, punctuating, compounding, dividing and proof-reading are given, while specimen pages show how printed matter should be arranged to obtain readable, artistic books.

In each of these books there is much matter that can be classed as "things that every one knows," but even the commonest facts are made interesting, and most of them are worth learning again. There is a point at which men become so thoroughly posted upon details that they forget them altogether. Mr. De Vinne also has a good word for modern printing:

"A belief has been fostered in the minds of readers that printing in its early days was done much

better than it is now. This belief has no good basis. The demi-gods of typography are like the demi-gods of history: the greatest are those who are at the greatest distance. With few exceptions the early printers were foolishly boastful. They bragged of the superior beauty of their types and the greater accuracy of their texts. Gutenberg, first and best of all, seems to have been the only one who refused to magnify himself. Errors of the press were quite as common in the early days of typography as they are now."

To the advertising man who is a printer these books will not offer wholly new material. Much of it, indeed, may seem trivial. But Mr. De Vinne's fifty years of experience and study enable him to make these smaller details entertaining, while the most expert printer will be sure to find new ideas in abundance. To the advertising man who is not a printer both volumes can teach much. "Plain Printing Types" contains matter that may not be needed in advertising, yet little of it will come amiss. "Correct Composition," however, contains the methods and "secrets" of the printer of the Century Dictionary, all classified under a comprehensive index. It is a manual of reference that ought to be in every advertising office; a treatise that thoroughly covers a most important detail of publicity.

MAIL ORDER PHRASE ILLUSTRATED.



"WILL QUALIFY YOU FOR THE BAR IN ALL STATES."



## Good Things in a Bad Place

Pies, puddings, cake and goodies of all sorts (missionaries excepted) are intended for human use, but such good things should not be put in a bad stomach. They are nearly always made up of nourishing articles such as milk, sugar, butter, flour, etc., etc.; but the combinations are too hard for any but healthy stomachs to digest.

You must use carefully selected food if you are a little below par, and the sooner you do this the sooner your stomach will heal up and get strong again so that you can eat whatever pleases the appetite.

Don't be a crank and think you can only drink hot water and eat white bread.

Use Grape-Nuts breakfast food with some rich cream, and you will discover the food will agree with the weakest stomach and supply the highest form of nourishment, pre-digested and ready for quick change into good, rich blood.

Strength (nerve strength) comes from feeding on Grape-Nuts. There's a reason. Try it and prove for yourself.

It seems good to be perfectly well and feel well fed.

### IN BAD TASTE.

"THE COURIER-GAZETTE."

ROCKLAND, Me., Jan. 31, 1902.

What could be in more execrable taste

than this? Who, looking at it, could be affected with anything but nausea for Grape-Nuts? Yours truly,

THE COURIER-GAZETTE.

### THE JOB ARTIST.

Whatever kind of types you have, you must have a good job artist. A good job artist may get creditable work out of poor types, but without a good job artist nothing is possible. If you cannot get a first-class job artist quit business. A paper without a job artist to give it a respectable dress is a nuisance and an eye-sore to the profession. If there is one thing under the sun that is more abominable than any other it is a newspaper that looks like the style had been designed by a lunatic and the forms struck by a cyclone before getting into press.—*Newspaper Talk.*

### KEEP MOVING.

In all manufacturing establishments—and of such is a printing office—where the cost of production depends upon the labor and time expended upon the article produced, it is important that every hour and every moment be utilized. An idle machine or an idle man drawing wages means an expense that cannot be charged as a part of the cost. Now, then, to avoid having idle men or machines is the problem before the superintendent or foreman, and one which seems to be rather difficult of solution.—*Press & Printer.*

### WARD'S PRIMER.

Montgomery Ward & Company, Chicago, issue what they call "The Shoppers' Primer," being a forerunner catalogue of their large one. They say, in this book, that for about thirty years they have pounded away to attain two objects, viz.: "One was to secure and retain the confidence of our customers; the other was to try to live up to the motto: Not how cheap, but how good!" If they've followed such a course for thirty years it must be a good one for other mail order houses to follow.

### SOUND ADVICE.

A confiding public cannot be continually deceived, a dissatisfied customer must be taken care of—he must get what he ordered and what he expects, or he must have his money returned. The man who attempts to sell goods by mail in any other way cannot do it successfully, and he ought not, for the foundation of commercial success is in giving value for the money expended, and in treating customers honorably. If a merchant cannot do that, competition will drive him out of business, and it ought to.

## A WORD ON PUBLICITY.

By Joel Benton.

It needs no prophet to advise, or no spellbinder to urge, the use of publicity to one who has goods or articles or service to sell. The world already knows that the business man must not hide his light under a bushel. It is only by being known that he can gain any productive place in the business procession.

But how he shall impress himself and his wares upon the public is the problem. If he listens to the medley of voices that advises him he may feel sometimes bewildered. For advertising is far from being an exact science, and the rules that serve for one business may be absolutely unfit for one that is totally different.

There are a few rules that experience justifies in respect to mediums, to picturing and display that any advertiser may well heed. But his first concern should be to move slowly where he does not know. If a firm, for instance, has a proprietary article to offer it would be folly to spend at once a very large sum to advertise it simultaneously in all parts of the United States. It would be much better to take the field embraced by New York and its various boroughs and watch the results there. If his first experiment succeeds, by bringing returns, then Philadelphia, Chicago and Boston might be informed of this proprietary boon to mankind, with a pretty near certainty that the response would be a repetition of the first success.

For it must be remembered always that advertising is not numbered yet among the things we know everything about. It is still in the main in the empiric stage. You are obliged to try and try again before you know precisely what methods will win.

The foolishdest advertising, however, is that which has no initiative of its own but follows the bright methods of others. The public always sees through this imitation, and puts its unflattering estimate upon the imitator.

Too many advertisers, in the hope of being original, fail in tell-

ing their story intelligently. An advertisement should not be a conundrum or a puzzle. People who are looking for goods or services wish to be briefly informed about them. They have no time to surrender to your caprice or jocosity, unless it applies in an appealing way to the subject you wish to elucidate.

Above all things, don't use the imperative mood. Don't tell the public they are chumps or clowns if they don't proceed at once to buy what you have to offer.

An advertisement really is a salesman for your goods or your store. It ought to be genial and polite, and say nothing that a real salesman behind the counter would not say to a customer who drops in to consummate a bargain.

There are a good many people in this world yet who do not know that politeness of the most delicate and considerate kind is one of the very best business assets. In all great and successful establishments this is well known; but in some that are beginning to be established we often note a strange forgetfulness of this important fact.

To draw the public is a great art. But to address the public is easy enough. The prime question to be considered is, can you call and make them respond?

## WHAT PUBLISHERS ASSERT.



"GOES WHERE THE MONEY IS."



# HINKLEY'S BONE LINIMENT

FOR INTERNAL AND EXTERNAL USE

However deep seated the pain, Hinkley's Bone Liniment reaches and cures it. It penetrates to the bone. Rheumatism, Sciatica and Gout yield quickly to its power. Test it on any pain.

Famous for 40 years.

Sold everywhere in 25c., 50c. and \$1.00 bottles.

**HINKLEY BONE LINIMENT CO.,**  
Saginaw, Mich.

**It  
Goes  
To  
The  
Bone**

RATHER ATTRACTIVE.

## GOOD SALESMANSHIP.

Since salesmanship is really a science and a profession and is fast becoming recognized as such, salesmen, as a class, should go at their work more scientifically. Take, for example, the case of a man who is selling some high-class specialty. In most cases when he calls on a customer he begins his story wherever he happens to and goes through it in a sort of haphazard way. Not once in a hundred times does he cover all the strong points of his goods, and he is extremely likely to omit exactly the point which would have been strongest with the man he is talking to. There is only one logical and convincing way to tell any story or make any argument, and many of the best salesmen I know have gone so far as to write out exactly what they want to say to a customer and commit it to memory. To some people this may seem like a parrot-like performance, but it doesn't work that way in practice. At any rate, every salesman would find it a good plan to write out his argument in the strongest way he can and then, if he does not memorize it, at least get firmly fixed in his mind the main points in the argument in their proper order.

Another thing. A first-class salesman doesn't let a customer interrupt him and throw him off the track. When a customer says, "Yes, but I think I can get a larger discount somewhere else," the up-to-date salesman answers, "Possibly. We'll talk about that in a minute. Just now I want to show you exactly how this gas engine or typewriter or automobile works," and goes ahead with his argument. If he stops to an-

swer every objection at the time it is made he loses all the cumulative effect of his argument and quite possibly arouses a spirit of antagonism in the mind of his customer which no amount of argument will remove. If he puts off the customer with the proper kind of an answer it is more than probable that by the time he has completed his argument the customer will have forgotten his objections and the salesman will not be obliged to answer them at all. At any rate the customer will have all the strong points of the goods in his mind when the argument is completed, and minor objection will not then look so large to him.

So thoroughly do expert salesmen realize that they are engaged in one of the learned professions that I have known some of the most successful men in New York and elsewhere to take special courses in psychology, in logic, and even in elocution in order to prepare themselves for still greater successes. Several great firms which employ only experts have regular training schools for the men they employ to sell their goods in which these men spend sometimes months before they are allowed to go out into the field at all. These schools have regular text books prepared for their students, and expert professors of salesmanship are employed to lecture to them and to put them through practical demonstrations of their ability or lack of it.—*Chicago Tribune.*

ADVERTISING trifles are the levers which move the mountains of trade.—*C. A. Bates.*



## ENGLISH AS SHE IS WRITTEN.

Two-thirds of all the letters which pass through the postoffices of the world are written by people who speak English. There are 500,000,000 persons speaking the ten or twelve chief modern languages, and of these about 25 per cent, or 125,000,000 persons, speak English. About 90,000,000 speak Russian, 75,000,000 German, 55,000,000 French, 45,000,000 Spanish, 35,000,000 Italian and 12,000,000 Portuguese. While only one-quarter of those who employ the postal departments speak English, two-thirds of those who correspond do so in the English language. There are, for instance, more than 2,000 postoffices in India, the business of which aggregates more than 300,000,000 pieces a year, and the business of these offices is done chiefly in English, though of India's total population, which is nearly 300,000,000, fewer than 300,000 persons either speak or understand English.—*American Postmaster*.

## TOO MUCH "SHOP" SPOILS THE AD.

Diversion in advertising is necessary to its success as it is in the daily routine of business. Imagine yourself attempting to make a sale and talking naught but business. Your best customers and those to whom you sell the largest bills are the ones with whom you talk upon other matters than buying and selling. The man with whom you talk politics, babies and the neighborhood fire is the man who orders bountifully. Therefore, let there be some diversion in your advertising, let your advertising contain something of more interest than the fact that your article is the best on the globe and it sells for "so many" dollars. Some item of its manufacture, some reason for the name it has, some fact of history connected with your house, will interest the user of your article, and will attract the non-user and impress him.—*Stawson's Ad Vantages*.

## THE MIDDLE CLASSES.

No publications in the world stand in closer bonds to the public they represent than do mail order journals to-day. That public is the great middle class of the entire country, numerically three-fourths of our population. The best public from which to obtain money results in advertising is the middle classes. The cream for the advertiser is the country folk. These people read every line of the various periodicals to which they may be attached. For them these publications are gospel. Every member of each household fairly revels in the columns of every monthly which comes to the farm or homestead—reads and re-reads every word and every advertisement. They do not idly lose faith in the paper which they are accustomed to read. And, scanning the ads as they do, the advertiser, the judicious one who has the proper goods and prices, reaps golden harvests.

ADVERTISING will help your business—but it won't supply the absence of business ability on the part of the advertiser.—*White's Sayings*.

## FALSE PROPHETS.

In 1863 Postmaster-General Blair declared that an attempt to install rural mail delivery would bankrupt the Government. Thirty years later, in 1893, Postmaster-General Bissell said the same thing, but now we have it, the most popular branch of the postal service, and the treasury is in a most flourishing condition.—*American Postmaster*.

## ARRANGED BY STATES.

Advertisements under this head 50 cents a line each time. By the year \$20 a line. No display other than 2-line initial letter. Must be handed in one week in advance.

## ALABAMA.

THE EAGLE, semi-monthly 4 pages. Send for rates. A. R. DAVISON, pub., Kemptville, Ala.

PRACTICAL WEATHER. Published once a month. Publishes Dunne's famous Forecasts of the Weather, the most accurate and reliable long range forecasts ever appearing in print, based on terrestrial meteorological data, and on as sound scientific principles as those of our National Weather Bureau's. It also publishes interesting articles on the philosophy of the weather.

PRACTICAL WEATHER circulates in every State, also Canada and Mexico and our new possessions. It also goes to India, Australia, and nearly all the countries in Europe. It has some of the best intelligence of the world among its subscribers representing almost every profession, trade and calling. It is truly cosmopolitan and an advertising medium for this and foreign countries. Rates for advertising furnished on application. Address PRACTICAL WEATHER PUBLISHING CO., Montgomery, Ala.

## ILLINOIS.

THE JOURNAL OF THE SCIENCE OF OSTEO-PATHY. DR. J. M. LITTLEJOHN, President Am. College of Osteopathic Medicine and Surgery, editor. 1 Warren Ave., Chicago, Ill.

## MAINE.

F. A. STUART, of Marshall, Mich., says: "I wish you'd worked up a business from nothing to nearly a million a year, using daily papers exclusively. Weeklies are too slow for me." In Rockland, Me., the STAR is the only daily.

## WISCONSIN.

DODGE COUNTY FARMER, Beaver Dam, Wis.; Stock raising and farming. Circ'n 1900, 1,416.

## CANADA.

CANADIAN ADVERTISING is best done by THE DESBRATS ADVERTISING AGY, Montreal.

## CLASS PAPERS.

## ADVERTISING.

PRINTERS' INK is a magazine devoted to the general subject of advertising. Its standing and influence is recognized throughout the entire country. Its uncollected judgment upon advertising matters is of value to intelligent advertisers as being that of a recognized authority.—*Chicago (Ill.) News*.

PRINTERS' INK is devoted exclusively to advertising—and aims to teach good advertising methods—how to prepare good copy and the value of different mediums, by conducting wide open discussions on any topic interesting to advertisers. Every subject is treated from the advertiser's standpoint. Subscription price \$5 a year. Advertising rates, classified 25 cents a line each time, display 50 cents a line. 1/4 page \$25, 1/2 page \$50, whole page \$100 each time. Address PRINTERS' INK, 10 Spruce St., New York.

**Displayed Advertisements.**

Must be handed in one week in advance.

Established 1853.

# **GORDON & GOTCH**

BRITISH ADVERTISING  
AGENTS

Correspondence invited. LONDON, ENG.

## **The Frost (Minn.) Record**

is a country weekly that is held in high esteem by its readers, who are a thrifty and prosperous class of people. It is a good advertising medium to reach the country population who are settled in this part of the United States noted for its famous wheat fields.

Do you want to reach the best people in the United States, who HAVE money to spend? If so

ADVERTISE IN

## **The Church Eclectic**

(The ONLY Monthly Magazine of the Protestant-Episcopal Church.) Circulates in every principal city of the Union and in thousands of the nicest and best appointed country homes. Address Advertising Mgr. "THE CHURCH ECLECTIC," 141 Times Building, New York, N. Y.

Advertisers who are interested in the best circulation obtainable in this section, will receive upon request a "pure gold" pamphlet. In addition to containing valuable information, it is an exceedingly beautiful piece of printed matter. Address THE EXPRESS, BUFFALO, N. Y.

## **Profitable Advertising**

is strictly a "class by itself" in its chosen field as an advocate and exponent of modern advertising. For five 2-cent stamps a sample copy will be mailed to show you how that field is tilled. Your advertising man would find it helpful and inspiring far beyond its cost of \$2.00 per annum, or say seventeen cents per month. Address PROFITABLE ADVERTISING, 140 Boylston Street, Boston.

# **RIPANS**

I suffered from a difficulty about breathing, a sort of breathlessness which was very distressing. It was always worse on just rising. I thought these spells proceeded from something wrong with the heart, but I believe now it is connected with the stomach, for I find Ripans Tabules do me good, and my breathing is better already. I do not have that miserable, depressed feeling and can eat and sleep well.

At druggists.

The Five-Cent packet is enough for an ordinary occasion. The family bottle, 60 cents, contains a supply for a year.



## **Do Your Own Printing**

A \$5 Press prints Cards, Labels, Envelopes, etc. \$13 size for Circulars. Economy and convenience in doing your own printing. Everything easy by our printed instructions. Write to the makers for ILLUSTRATED CATALOGUE, PRESSSES, TYPE, ETC.

**EXCELSIOR PRESS COMPANY, Meriden, Connecticut.**

## **10,117 Houses in Trenton, N. J.**

**9,400** copies of the **Trenton Times** are sold in the city of Trenton every day. *No paper in the world covers its field better than this.* It also sends 3,000 papers into the adjacent towns and villages every day, 525 to Lambertville, 310 to Princeton, 200 to Bordentown, etc., etc. In New Jersey the most valuable proposition to-day to the advertiser is the

**TRENTON TIMES.**

## In those days

almost anything in the way of advertising matter would do.

## It's different now.

You are now competing with houses that employ experts.

Our business - getting  
"INDUCTIVE  
SYSTEM"

is one that gets business with great certainty and low cost.

**The Commercial  
Publicity Company,**  
1105 The Temple, Chicago.



## Business Expander

That's one thing a newspaper ought to be for its advertisers. It's not worth using if it isn't this.

## When you Hire a Man

you expect him to do some good for you or you don't

keep him. He must be a helper.

## Let us be Your Hired Man

in your advertising line. We will do the work for you and the good results will soon be apparent.

## Chester Times

Guaranteed Circulation over  
7,500 Copies Daily.

**WALLACE & SPROUL, Pubs.**  
CHESTER, PA.  
NEW YORK REPRESENTATIVE:  
F. R. NORTHRUP, 220 Broadway



1890

1901

**Thirty Different Church Magazines**  
published for thirty leading Churches of different denominations in Philadelphia, New York, Washington, Boston, Buffalo.

**A DIFFERENT MAGAZINE PRINTED**

**EACH DAY OF THE MONTH**  
for a different Church—the \$0 in 30 days.

**AN EXCELLENT ADVERTISING MEDIUM**

for the general advertiser. Used and endorsed by the best firms. Carry the following ads: Pears' Soap, Ivory Soap, Baker's Chocolate, Van Houten's Cocoa, Campbell's Soups, Hire's Root Beer, Electro Silicon, Knox's Gelatine, Ungeda Biscuit, Winslow's Syrup, Oakville Co. and many others, on annual contracts. These journals pay such advertisers and will pay you. Send for specimen copies and rates to **THE CHURCH PRESS ASSOCIATION**  
200 South 10th St., Philadelphia, Pa.

# The Evening Journal

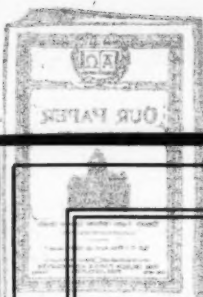
JERSEY CITY, N. J.

Truth wears best, and THE EVENING JOURNAL has always honestly stated the facts and finds that its course has commanded confidence and business.

## AVERAGE DAILY CIRCULATION:

1897	1898	
14,743	14,890	
1899	1900	1901
14,486	15,106	15,891
Last 3 mos. 1901		January, 1902
16,411		16,637

**A "HOME" AND NOT A  
"STREET" CIRCULATION.**



In those days  
almost anything in the  
way of advertising  
would be

directed now.

You are now competing  
with business that  
employs experts.

**ALL**

advertisers who desire to  
cover the Chicago field  
must

**USE**

the paper that is read in the  
homes of the people,

# The Chronicle

It covers Illinois, Wisconsin,  
Iowa, Northern Indiana  
and Southern Michigan.

THE EVENING  
JERSEY CITY  
AVERAGE DAILY CIRCULATION  
14,773  
14,800

Business  
Expanded  
Last operating  
newspaper owned  
in Jersey City  
and this  
must be a help  
as for your hired man  
to the work for you and the good  
will soon be apparent.

19,400 13,100 13,881  
19,411 16,837  
A "HOME" AND NOT A  
"STREET" CIRCULATION

WALLACE & SPROUL  
CHICAGO, ILL.  
NEW YORK REPRESENTATIVE  
J. H. WOODWARD, 500 BROADWAY

PRINTED ON THE FARM

An Afternoon Mail Delivery

Fresh from the Farm

Three Wagon Loads of the

**AGRICULTURAL EPITOMIST**



**Advertisers** wishing to reach the prosperous buying class of farmers, can do so through the columns of the Agricultural Epitomist. It enjoys their confidence as any agricultural paper must that is *edited and printed on the farm*. A contract will be accepted for the term of one year at our present rate of \$1.00 per agate line per insertion, with the privilege of discontinuing at any time without extra charge. Circulation guaranteed to exceed 200,000 copies each issue.

**E. CHUBB FULLER**

President and General Manager

**EPITOMIST PUBLISHING COMPANY**

Epitomist Experiment Station, SPENCER, IND.

PRINTED ON THE FARM

# OVER TWO MILLION CIRCULATION A MONTH

of papers that contain good, clean, wholesome reading matter and taken by subscribers who appreciate and enjoy reading them.

Far-seeing and progressive advertisers are to a greater extent than ever taking up mail order papers as proper mediums to reach the millions of prosperous people who live in the rural sections of the country, because

**These people are buyers.**

**They have the money to spend.**

*They read advertisements more than city people do.*

**The only papers they read are Mail Order Papers.**

THE GENERAL PUBLICITY ADVERTISER wishing to reach a class of people who are known to be buyers, is overlooking one of the most profitable fields by ignoring these papers.

These people buy the goods brought to their attention; they would buy yours if they knew of them.

## THE C. E. ELLIS COMPANY,

Temple Court Bldg., New York City.  
112 Dearborn Street, Chicago.

	Circulation.	Agate line.
The Gentlewoman, New York, . . . .	400,000,	\$1.50
Metropolitan and Rural Home, New York, . . . .	500,000,	2.00
Home Monthly, New York, . . . .	400,000,	1.50
The Paragon Monthly, New York, . . . .	400,000,	1.50
Park's Floral Magazine, Libonia, Pa., . . . .	350,000,	1.25

# THE ELLIS PAPERS

## THAT PAY ADVERTISERS

## THE HEARTHSTONE

## A CROWDED TROLLEY CAR

will often contain many classes of people, rich and poor, good and bad, the pious and the vicious.

There are very few people, in fact we don't know any, who would refuse to ride on a car in order to keep a profitable business appointment just because they would have to travel in company with some individual who might not be up to their social standard, yet there are, however, advertisers who will refuse to use the columns of some of the best paying publications because there are advertisements in these publications that are not "high class" enough to meet their views. In other words, they leave the field entirely clear to the advertiser whose announcements they affect to despise and who is very often a small competitor of theirs.

Some of the best known concerns who are advertising to-day have already recognized the folly of staying out of a good publication for any such reason. This class represents the houses that are doing at least 75 per cent of the mail order business to-day, others have not yet seen the light, some never will.

## High Class (?) vs. Large Profits.

A well-known publishing house used the columns of THE HEARTHSTONE for an advertisement of a religious book several years ago when THE HEARTHSTONE was published in the old-style eight-page form, received more direct replies from THE HEARTHSTONE than from all other papers combined.

The manager of this concern repeated the advertisement several times, until finally one day at a Directors' Meeting of the Publishing Company, several of the directors, nice old gentlemen, very conservative and all that, requested the manager to produce the publication that had made this wonderful showing, namely THE HEARTHSTONE. When a copy of THE HEARTHSTONE was shown to them they were horrified that their announcements should appear in a so called "Mail Order" Journal and requested the manager never again to use any publications of this class for their announcements.

*The result has been that they have been compelled to abandon their mail order department.*

It is assumed that people are in business to do business. We never yet heard of a business concern succeeding where they refused to make sales, unless the purchaser could prove that he was a member of the "Four Hundred."

## Objectionable Advertising Refused.

THE HEARTHSTONE refuses more than twenty different kinds of advertising announcements, all of which are sanctioned and permitted to exist under the law. These announcements are refused because we know that they are objectionable to our subscribers. No announcements will be published with our knowledge at any time if we have reason to believe that the advertiser intends or expects to defraud our subscribers.

The average circulation for the past twelve months, shown by original Postoffice Mailing receipts, *exceeded*

# 787,000 Copies Monthly

## ADVERTISING RATES.

DISPLAY—\$2.35 per agate line per month.  
READING—3.80 per line agate measure.

No time discount.  
No short rates.

Address

THE A. D. PORTER CO., Pubs., 52 to 58 Duane St., New York.

CHICAGO OFFICE: 134 MONROE ST., CHICAGO.

THE HEARTHSTONE



# The Crowded Trolley Car Comparative Cost

On a 10,000 line yearly contract of an advertisement, 100 lines deep, two columns wide, column rule out, "position" top column next reading, on a run-of-paper page, in leading daily newspapers of the United States:

Name of Paper.	Rate Per Line. (Stated in decimal fractions of a dollar.)	Circulation.	Rate Per Line Per M. (Stated in decimal fractions of a cent.)
Philadelphia Record.....	.27	187,211	.14422
Philadelphia Inquirer.....	.225	173,186	.12992
*Chicago News.....	.375	296,526	.12646
Chicago Record-Herald....	.30	146,000	.20547
Cincinnati Enquirer.....	.19	80,000	.23750
St. Louis Globe-Democrat..	.1875	86,573	.21658
St. Louis Post-Dispatch....	.18	96,893	.18615
St. Louis Republic.....	.15	80,000	.18750
Washington Star.....	.125	36,193	.34537
Baltimore American.....	.0933	70,000	.13328
Pittsburg Post.....	.10	59,709	.16747
Buffalo News.....	.1625	74,000	.21959
Minneapolis Times.....	.0625	30,200	.20695
St. Paul Pioneer Press.....	.08	32,715	.24453
Boston Globe.....	.30	193,765	.15482
<b>Boston Post</b> .....	<b>.18</b>	<b>177,397</b>	<b>.10141</b>

**EXPLANATORY NOTES:** The circulations given above are the latest statements of the individual newspapers. Some of them, including the Boston DAILY POST's, are sworn to. Leading New York newspapers are not included, because upon their recent circulation statements it is impossible to figure the exact cost per line per thousand of their different editions for which distinct prices are charged. The matter of cuts, desired by most advertisers, is not considered. Many of above papers charge an additional extra for cuts. **No extra cut charge with Boston Post.**  
—\*The Chicago News does not guarantee any "position."

**Observe! Observe!! Remember! Remember!!**

## The Boston Post

**Has the Lowest Rate Per Line  
Per Thousand Circulation.**

Seven of the above fifteen contemporaries charge over twice  
**THE BOSTON POST'S rate per M circulation.**

# REMARKABLE PROSPERITY OF KANSAS

NOT A DROUTH, BUT A  
**...FLOOD...**

State Bank Commissioner Morton Albaugh has compiled the following remarkable statement, showing the resources and liabilities of the 119 national and 422 state and private banks of Kansas, at the close of business on Sept. 30, 1901. His report of the national banks, over which he has no supervision, came to him directly from the Comptroller of the Treasury. The report shows the extraordinary financial strength of Kansas. It is doubtful whether such business and financial vitality in one young agricultural commonwealth has ever been observed in the development of this or any other country.

Mr. Albaugh's statement is as follows:

## RESOURCES.

Total .....\$114,134,603.29

## LIABILITIES.

Total .....\$114,134,603.29  
Average reserve held in national banks ....45.78 per cent  
Average reserve in state banks .....53.21 per cent  
Individual deposits in national banks .....\$35,360,516.97  
Individual deposits in state banks ..... 42,076,447.62  
Bank deposits in national banks ..... 8,220,919.33  
Bank deposits in state banks ..... 923,556.69  
Per capita deposit in banks of Kansas..... 59.28

**KANSAS AND OKLAHOMA ARE ROLLING  
IN WEALTH AND PROSPERITY.**

## THE WICHITA EAGLE

Is the medium by which you can reach all the people in Southern Kansas and Oklahoma all the time. It is its exclusive field.

See the S. C. Beckwith Special Agency, Tribune Building, N. Y., The Rookery, Chicago—Or,

**R. P. MURDOCK, Business Manager.**

# **The Man Who WINS**

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A very interesting lecture on the above subject was recently delivered by a prominent clergyman, and I am taking the liberty of quoting some of his remarks:

"By success I do not mean merely money success. Better be a man than merely a millionaire. Stick to your business and your business will stick to you. Most men who fail dabble in outside things. It does not pay to know everything. This is an age of specialists. Ninety per cent of what the world calls genius is nothing more than the talent for hard work. The worker is the winner. It is not luck but pluck which turns the wheels of fortune."

Eight years ago, when I undertook to revolutionize the printing ink trade, I lacked genius and experience, but made up the deficiency in manliness and pluck. I never made an assertion unless I could back it up. I advertised my prices and terms, and it made no difference how much you bought or the greatness of your bank account, you had to toe the mark the same as the little cross roads printer with a hand press. I stuck to my business and kept my hand continually on the tiller. I abandoned all other schemes and devoted my entire time to selling ink. I inherited the ambition for hard work from my forefathers, and felt gloomy when I had nothing to do. I treated the man who bought twenty-five cents' worth as cordially as the fellow who left a hundred dollars with me. I can assure you it was not luck that turned my wheels of fortune, for my early struggles would have discouraged ninety-nine out of every hundred. I knew my goods had merit, but it was slow work making the printers believe it. Last month (January) I added eighty-one new names to my list of customers, and fully expect to reach the ten thousand mark before the end of this year. Send for a copy of my price list.

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ADDRESS

**Printers Ink Jonson**  
**17 Spruce Street, New York.**

*The Country's Greatest  
Republican Newspaper*

*The ...*

# Philadelphia Inquirer



PRINTS MORE PAID ADVERTISING THAN ANY  
OTHER NEWSPAPER IN THE UNITED STATES,  
WITH ONE EXCEPTION.

Average Daily Circulation  
DURING THE YEAR 1901

**172,917 Copies**

Prints thousands of columns more paid  
advertising than any other newspaper in  
Pennsylvania.

Prints more "Want" ads than all the  
other Philadelphia newspapers combined.

And has a paid circulation that is greater  
by many thousands than that of any other  
newspaper in Philadelphia.

The Inquirer's reputation as the leading  
Republican newspaper of the United States  
is national, and its value as an advertising  
medium is known all over the world.

An advertisement in The Inquirer repre-  
sents money well invested.

Average Sunday Circulation  
DURING THE YEAR 1901

**163,698 Copies**

*The* **PHILADELPHIA INQUIRER**

1109 Market St., Phila., Pa.

NEW YORK OFFICE  
Nos. 85-87 Tribune Building

CHICAGO OFFICE  
308 Stock Exchange Building